



Society of
North American
Goldsmiths

SNAG
Fall Board Meeting
November 5, 2016
11:00am - 2:00, EST
3:00pm - 5:00, EST

GREETINGS:

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 11:00 am on November 5, 2016 by Nicole Jacquard, SNAG President.

PRESENT:

Gwynne Rukenbrod Smith – Executive Director

Nicole Jacquard - President, Chair - Executive Committee, Strategic Planning Committee, Impact & Evaluation Committee

Anne Havel – Treasurer, Chair - Finance Committee, Programming Committee, Executive Committee

Brigitte Martin - President-Elect, Chair - Fundraising Committee, Strategic Planning Committee, Impact & Evaluation Committee

Jill Baker-Gower (E 2016-2019) - Impact Evaluation Committee, Strategic Planning Committee

Chris Balch - (A 2015-2018 Nov) Co-Chair - Strategic Planning Committee, Chair - Impact Evaluation Committee, Executive Committee

Dominique Bereiter (A 2015-2018) - Fundraising Committee, Programming Committee

Kat Cole (E 2015-2018) - Finance Committee, Fundraising Committee, Programming Committee

Dianne Debeixedon (E 2014-2017) Chair - Program Committee, Finance Committee

Brian Ferrell (E 2015-2018) - Fundraising Committee, Programming Committee

Becky McDonah (E 2013-2017) – Secretary, Executive Committee, Strategic Planning Committee

Tedd McDonah (A 2014-2017) - Programming Committee, Fundraising Committee, Conference Program Committee

Ezra Satok-Wolman (E 2016-2019) - Strategic Planning Committee, Fundraising Committee

Elizabeth Shypertt (E 2016-2019) - Finance Committee, Fundraising Committee

April Wood (E 2015-2018) - Impact Evaluation Committee, Programming Committee

ABSENT:

MISSION MOMENT: Jill Baker-Gower

The Society of North American Goldsmiths advances jewelry and metalsmithing by inspiring creativity, encouraging education, and fostering community.

Jill reflected upon her time in school, before there was easy access to images on the web, and how inspiration and images were found through looking at old *Metalsmith* magazines in the studio. This led her to her first SNAG conference where she was pleasantly overwhelmed by the lectures, exhibits, and collection of like-minded artists. She knew that this was where she belonged and where she fit in. She attributed this connection with providing much of her education.

SNAG BOD Meeting Minutes November 5, 2016 page 2

ANNOUNCEMENTS:

- a. Confidentiality - The Board was reminded that everyone is encouraged to speak their minds during these meetings, and that opinions and comments are to remain confidential. This also applies to future projects and programs that have not yet been announced to the membership.

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Metalsmith Tech Discussion and Vote - Gwynne Rukenbrod-Smith /Brian Ferrell</p>	<p>After discussion of the elimination of the Exhibition in Print and the alternative proposal of Metalsmith Tech a motion was called for.</p> <p>Motion: (Nicole) to start <i>Metalsmith Tech</i> in 2018, with the elimination of <i>Exhibition in Print</i> for 2018-19, with option of reevaluation of the <i>Exhibition in Print</i> and <i>Metalsmith Tech</i> in 2019. The reevaluation could include the possibility of a survey of the membership.</p> <p>Second: Brigitte</p> <p>The President called for a vote: All in favor 13; All Opposed 0; Abstain 1</p> <p>Motion Approved.</p>	
<p>2018 Conference City Discussion and Vote - Anne Havel/ Gwynne Rukenbrod-Smith</p>	<p>After discussion of possible 2018 conference city locations, dates, and hotels, taking into consideration costs, capacity, availability, and Kate's research, a motion was called for.</p> <p>Motion: (Chris) move that the 2018 annual SNAG conference be held in Portland, Oregon. Second: Nicole</p> <p>The President called for a vote: All in favor</p> <p>Motion Approved.</p>	

SNAG BOD Meeting Minutes November 5, 2016 page 3

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>2019 Conference City Discussion and Vote - Gwynne Rukenbrod-Smith</p>	<p>The Board discussed possible future conference cities and the pros and cons of having the conference held in a limited number of rotating cities. This would help streamline the logistics of the conference, but the feedback from the membership indicates that the majority likes the conference held in different locations.</p> <p>There was discussion over the benefit of host cities with strength in the craft communities and being destinations for the arts, considering what the city has to offer in venues and transportation. Also considered was the rotation of the regional location across the country and the upcoming 50th anniversary of SNAG.</p> <p>Cities listed to research included: 2019 – Chicago, DC, Denver 2020 – Detroit, Denver, St. Louis 2021 – Pratt/Brooklyn</p>	
<p>Financial Comparative Data Discussion - Anne Havel</p> <p>Year End Projections</p> <p>Grant Money</p>	<p>The Treasurer presented the financial data to the board. After estimating the results for the last 4 months of the year, the expectations are that the organization will have a loss of \$60K. This is better than what was estimated in July due to cutting expenses. Shortfalls included: not receiving \$125K in grants that was originally included in the projection, the conference having a lower attendance than projected, and <i>Metalsmith</i> projected earnings being lower than projected.</p> <p>The Treasurer noted that going forward no grant money will be put into the budget before it is awarded. It will only be entered when received and must be recorded in the year that it is received. This causes confusion sometimes as the revenue is recorded in the previous year, but the expenses come in the following year.</p>	

SNAG BOD Meeting Minutes November 5, 2016 page 5

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 3:00 pm on November 5, 2016 by Nicole Jacquard, SNAG President.
 All Board Members (as listed above) were present on the conference call.

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>EES Raffle Discussion and Vote - Tickets Numbers and Endowment Related Expenses</p> <p>Ticket costs</p> <p>Expenses</p>	<p>This fundraiser helps SNAG award 6 scholarships per year. Three to students and three to “mid-career” artists. The raffle ticket sales currently come in around 200-225 at the cost of \$20 per ticket. Lowering the cost was proposed in order to sell more tickets. After discussion the Board agreed to lower the cost to \$10 per ticket or 3 for \$25 for the upcoming year. This will go live with registration for the conference.</p> <p>Reimbursement procedure from the endowment for the costs of running the raffle and awarding scholarships was discussed. Costs include: raffle tickets, pens, paper, shipping, legal fees, call for entry (through CAFE), soliciting the prizes, bookkeeping, jurying, etc. Instead of being netted, SNAG would like this handled separately so that it can be tracked, along with quarterly reports that feed a calendar report for the full year.</p> <p>Motion: (Anne) Call for resolution, the Board demands record of all hard and soft costs incurred by SNAG be reported to the foundation. Second: Chris All in favor: Unanimous Motion Approved.</p> <p>Motion: (Chris) to require the trustee to provide quarterly reports to the Board on the health of the educational endowment. Second: April All in favor: Unanimous Motion Approved.</p>	

SNAG BOD Meeting Minutes November 5, 2016 page 6

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Annual Survey Publication Discussion and Vote - Gwynne Rukenbrod Smith</p>	<p>Board discussion was held over implementing an annual survey of jewelry and metals in contemporary art, architecture, craft, and design. This new project is intended to increase the visibility of SNAG and help propel the field forward through showcasing a wide range of the best new work being made in the field.</p> <p>The project would be designed to meet multiple goals and objectives in the SNAG 2016-2019 strategic plan under advocacy and activism as well as education. Logistics and the timeline were discussed along with the budget, audience, benefits, and reach. Due to the many details of this project, a general motion was called for to begin with and the Programming Committee will discuss details and come back to the Board with future conversations.</p> <p>Motion: (Nicole) to move forward with the Annual Survey Publication. Second: Tedd All in favor: Unanimous Motion Approved.</p>	
<p>2017 Fall Face to Face Dates and Place Discussion - Nicole Jacquard and Brigitte Martin</p>	<p>The Board discussed the importance of meeting face-to-face for the Fall meeting and how to accomplish this economically. The use of Craft Centers instead of the upcoming conference hotel tends to be less expensive and it shows our allegiance to them. Touchstone is the most cost effective, but we have to work around their classes.</p> <p>The Board then discussed dates that would work for the majority, with the goal of the entire Board being able to attend. At this time the best dates for all are September 29 - October 1, 2017. The Fall Board Meeting usually starts around 2:00pm on Friday and goes to noon on Sunday.</p>	

SNAG BOD Meeting Minutes November 5, 2016 page 7

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
OTHER ITEMS: Special Projects Coordinator	Emma Zanetti has resigned from her position as Special Projects Coordinator, but wants to continue to be a SNAG member and be a part of the host committee. This position will possibly open up in March depending on registration benchmarks.	

Meeting adjourned 4:53 pm