



Society of  
North American  
Goldsmiths

SNAG  
Monthly Board Meeting  
October 11, 2016  
11:00am, EST

**GREETINGS:**

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 11:00am on October 11, 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

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

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

**ABSENT:**

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

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

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

**MISSION MOMENT: Ezra Satok-Wolman**

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

Ezra discussed the profound impact that the organization has had on his life's path, from initial exposure to the field through picking up a Metalsmith magazine that happened to be lying around his house, to hanging out in a jewelry studio watching others work, and eventually taking a workshop himself. The artwork in the magazine sparked an interest that led him to study under masters in Italy. Now he has a career where he loves what he does. The role SNAG played in his initial introduction to the field made him want to join the Board and support the organization while helping others find the world of jewelry and metalsmithing.

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**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.

The board was also reminded to take advantage of social situations when SNAG is brought up. Listen to the questions and gather feedback while answering questions professionally. Be sure to let individuals know how they can volunteer and help by getting involved.

| DISCUSSION ITEM   | ACTION / CONSIDERATION NEEDED   | PERSON RESPONSIBLE & DATE |
|---|---|---------------------------|
| <p><b>APPROVAL OF MINUTES:</b><br/>The minutes for the following meetings were distributed via google docs and were presented to the Board for a vote of approval:</p> <p><b>September 28, 2016 Board Meeting</b></p> | <p>After a recap/discussion of the Meeting minutes a motion was called for.</p> <p><b>Motion:</b> (Nicole) To approve the minutes from the <b>September 28, 2016</b> Board Meeting. Seconded: Brigitte<br/>The President called for a vote.<br/>All in favor: Unanimous</p> <p><b>Minutes Approved.</b><br/>Send approved minutes to Tara to post on SNAG website.</p>  | <p>Becky</p>              |
| <p><b>COMMITTEE REPORTS:</b><br/><b>Programming – Brian Ferrell/Gwynne Rukenbrod-Smith</b></p> <p>Metalsmith Magazine Part II</p>   | <p>The executive director continued with the document previously shared with the board: <b>Metalsmith Changes and Cost Savings Proposals - 2016</b></p> <p>The board discussed changes and savings covered in the proposals that are designed to be accompanied by an additional companion print piece. Topics included smaller print runs, offering fewer/discontinuing sending free copies to craft shows, schools and galleries, advertising trends, replacing Exhibition in Print with a companion print piece that focuses on technical skills and education as well as highlighting SNAG in action.</p> |                           |

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|--|--|------------------------------|
| <p><b>COMMITTEE REPORTS:</b><br/> <b>Programming – cont.</b></p> <p>Metalsmith Magazine Part II</p>                      | <p>The proposed changes, based on an increase in advertising dollars and increased subscribers, would generate \$50,000 - \$68,800. The total expenses for creating this companion print piece, to be distributed twice annually, is expected to be \$35,660 - \$36,000.</p> <p>The Executive Director will confirm Pentagram’s offer to create the companion piece/design template free of charge. She also noted that thanks was due to John Garbett for his creative thinking in coming up with this possible solution to current issues with publication costs, subscribers and advertisers.</p> <p>Discussion was held over the creation of a membership survey focusing on <i>Metalsmith</i> magazine. This could be developed by the Programming Committee with input from Suzanne, John, and the Editorial Advisory Committee (EAC) to assist in forming the questions. The editorial content of the magazine was discussed and the possibility of working with Suzanne and the EAC on some editorial parameters and developing the relationship/communication between the Board, Staff and the EAC.</p> | <p>Programming Committee</p> |
| <p><b>COMMITTEE REPORTS:</b><br/> <b>Programming – Brian Ferrell/Gwynne Rukenbrod-Smith</b></p> <p>Membership Survey</p> | <p>More than 10% of the membership responded to the survey. The average ranking of importance for the conference was that the location was low on the list, speakers were in the middle, and the cost was the main obstacle as to why they would attend the conference or not.</p> <p>Also reviewed was the variety of opinions that showed that the constituency was not in agreement on many items. Although the findings do not always help to distinguish a clear answer to the issues in question, the Board was happy to have the opportunity to review feedback from the members.</p>   |                              |

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|---|--|---------------------------|
| <p><b>CURRENT ISSUE OF THE MOMENT: NEC - Nicole Jacquard /Gwynne Rukenbrod-Smith</b></p>            | <p>The board was reminded to look at the list of <b>Potential 2017 Candidates</b> shared by the Nominations and Elections Committee and respond. There are a couple different documents, take care to add to the correct one.</p>  | <p>All Board Members</p>  |
| <p><b>CURRENT ISSUE OF THE MOMENT: Promoting SNAG - Nicole Jacquard /Gwynne Rukenbrod-Smith</b></p> | <p>Board Members were reminded to promote SNAG exhibitions, surveys, sales, events, etc. through their social media and other channels. Individuals sharing these things are a great way to spread the word and sometimes more effective.</p> <p>Current things to share were announced, including the <b>T-shirt sales</b> ending soon and the <b>Halstead Design Challenge</b> that just went on sale today.</p> |                           |
| <p><b>OTHER ITEMS: Executive Director Review - Nicole Jacquard</b></p>                              | <p>The President reminded the Board Members of the Executive Director's annual review. This review will be sent directly to Nicole to compile the information in preparation for the review.</p>   | <p>All Board Members</p>  |

Meeting was adjourned at 12:32pm