



Society of
North American
Goldsmiths

SNAG
Monthly Board Meeting
January 20, 2017
3:00pm - 5:00pm, EST

GREETINGS:

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 3:00 pm on January 20, 2017 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

(joined 3:13) 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

(joined 3:29) April Wood (E 2015-2018) - Impact Evaluation Committee, Programming Committee

OTHERS IN ATTENDANCE: Metalsmith Editor:

Suzanne Ramljak

Editorial Advisory Committee Members:

Melissa Cameron, Chair

Raissa Bump

MISSION MOMENT: Elizabeth Shypertt

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

Elizabeth reflected upon a conversation she had with a young woman at a past SNAG conference. What she remembered most was that after the conversation the woman thanked her for talking with her. She noted how the conference serves as a great equalizer where you can talk to anyone, bringing together individuals that you may not have the opportunity to talk with otherwise.

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ANNOUNCEMENTS:

- a. Confidentiality - The Board and others in attendance were advised 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>APPROVAL OF MINUTES: The minutes for the following meetings were distributed via google docs and were presented to the Board for a vote of approval:</p> <p>October 11, 2016 Board Meeting</p> <p>November 5, 2016 Fall Board Meeting</p>	<p>After a recap/discussion of the Meeting minutes from October a motion was called for. Motion: (Nicole) To approve the minutes from the October 11, 2016 Board Meeting. Seconded: Chris</p> <p>The President called for a vote. All in favor: 11; Opposed: 0; Abstained: 1 Minutes Approved.</p> <p>After a recap/discussion of the Meeting minutes from November, that included amendments, a motion was called for. Motion: (Nicole) To approve the amended minutes from the November 5, 2016 Board Meeting. Seconded: Anne</p> <p>The President called for a vote. All in favor: 12; Opposed: 0; Abstained: 1 Minutes Approved.</p> <p>Send approved minutes to Tara to post on SNAG website.</p>	<p>Becky</p>
<p>ONLINE VOTE RESULTS: Nicole Jacquard SNAG Annual Jewelry and Metals Survey</p>	<p>In December an online call to vote was distributed by the SNAG President. Motion: To accept the first SNAG Annual Jewelry and Metals Survey will be open to members, non-members and international applications. Future publications will have the option to change the call for entry.</p> <p>The results of this online vote: Yes - 12; No - 1; Abstain - 0 Motion Approved.</p>	

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DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>COMMITTEE REPORTS: Metalsmith/Editorial Advisory Conversation – Suzanne Ramljak /Gwynne Rukenbrod-Smith</p> <p>Mission Vision Review</p> <p>Structure and Responsibilities</p>	<p>The Executive Director thanked the Editor of <i>Metalsmith</i> magazine and the members of the Editorial Advisory Committee for joining the Board for this meeting. The editor was pleased that she, the EAC, and the Board were joining forces to address the decline in paid readership. She reported on her research on the magazine industry, and stated recent directions and future directions of the magazine.</p> <p>Some recent shifts in the magazine included: expanding the variety of coverage to be more inclusive, including younger artists, focusing on design, relating jewelry/metals subjects covered to timely events, and bringing more voices and writers into the magazine.</p> <p>In the future, some of the things the upcoming redesign will address are: the goal to attract a broader range of readers with a new cover design that allows for multiplicity and variety, visual dynamism, shorter spot stories on things related to the field including fashion, science, history, current events, etc. trying to connect interests between the sectors, increasing people shots (as photography is available or budget allows).</p> <p>To start the conversation, Gwynne read the <i>Metalsmith Vision Objectives for the Board of Directors, May 2011</i>. She also referred to another document shared with the board <i>SNAG's Internal Structure and Responsibilities of the Board of Directors, the Editorial Advisory Committee, Metalsmith's Editor, and the Executive Director, as they pertain to Metalsmith magazine</i>.</p> <p>The Board discussion revolved around the questions circulated by the Executive Director starting out with "What is it that we want Metalsmith magazine to "do"? In the field, in the world?"</p>	

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<p>COMMITTEE REPORTS: Metalsmith/Editorial Advisory Conversation – Suzanne Ramljak /Gwynne Rukenbrod-Smith (cont.)</p>	<p>Suzanne referred to <i>Metalsmith</i> magazine’s mission, printed in each publication, and the board discussed if the publication is living up to the mission. “The mission of <i>Metalsmith</i> magazine is to document, analyze, and promote excellence in jewelry and metalsmithing. In fulfillment of the goal of producing a significant document of the field, editorial content will emphasize contemporary activities and ideas, with supportive content to include relevant historical work and critical issues.”</p> <p>The board discussed drafting some editorial parameters. Also examined was the change in number of subscribers and members and how it related to cost increases to the membership/magazine subscription. Possible reasons for the drop in advertising dollars over the past 5 years were also discussed.</p> <p>Members of the Board and the EAC were invited to answer, in writing, the 6 questions shared by the Executive Director, and send them to either Gwynne or Becky to compile and incorporate into the meeting notes.</p>	<p>All Board Members EAC Members Becky</p>
<p>COMMITTEE REPORTS: Survey on Metalsmith to Membership - Gwynne Rukenbrod-Smith</p>	<p>The Programming Committee will work with Suzanne and the EAC to create a 7 to 10 question survey. Approaches discussed were how to ask/format questions in order to determine what sections of the magazine were most popular/valuable and if we could rank them.</p> <p>The inclusion of a scale in the response that would not allow a neutral answer was discussed. This would make the individual have to decide if the response would be to the positive or negative side. Asking what the membership would like to see in a companion piece was also discussed.</p> <p>The importance and logistics of surveying members who have chosen not to renew was discussed.</p>	<p>Programming Committee Suzanne/EAC</p>

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<p>COMMITTEE REPORTS: Discussion of Metalsmith and Current Issues Metalsmith Website</p>	<p>Emma Zanetti has taken on the responsibility of serving as a liaison to Suzanne, the EAC, and Social. They will be addressing new navigation pages. Hiring her to enter content on the website will be more economical than paying Social to do it.</p>	
<p>COMMITTEE REPORTS: Policies to Review and Vote - Anne Havel/Nicole Jacquard Whistle Blower Grievance Reimbursement & Payment</p>	<p>After a short discussion the Board requested an online voting procedure for the policies presented, with the results to be recorded in the next meeting minutes.</p> <p>The President announced that the doodle poll to vote would be up by Monday, January 23rd. Board Members are to vote by Wednesday, January 25th.</p>	<p>All Board Members</p>
<p>CURRENT ISSUE(S) OF THE MOMENT: Volunteer Recognition Award</p>	<p>The SNAG president inquired if there were nominations for the VRA this year. In discussion it was noted that an individual could be eligible to receive both the Volunteer Recognition Award and the Lifetime Achievement Award.</p> <p>Motion: Nicole nominated Don Friedlich for the Volunteer Recognition Award. Seconded: Tedd All in favor: Unanimous Motion Approved. Contact the nominee and initiate logistics.</p>	<p>Nicole</p>
<p>DEVELOP ACTION ITEMS AND DELEGATE:</p>	<p>Upcoming actions and timelines:</p> <ul style="list-style-type: none"> • Survey on <i>Metalsmith</i> to membership in February • Collect results in March • Review at face-to-face meeting in May 	
<p>OTHER ITEMS:</p>	<p>Marlene True has resumed overseeing the Educational Endowment Scholarship Raffle.</p>	

Meeting adjourned 4:50 pm.

