



Society of  
North American  
Goldsmiths

SNAG Fall Board Meeting  
October 19-21, 2018  
Arrowmont School of Arts and Crafts  
Gatlinburg, TN

## Agenda:

### Friday October 19, 2018

Arrive to Arrowmont by 1 pm to check in and find your lodging.

Board meeting starts at 2 pm in the New Dorm common room/meeting room.

12– 2 pm Check- in, those at Arrowmont are welcome to eat lunch in the dining hall between 12-1 pm.

2 pm Welcome, Logistics, Opening Words - Nicole and Gwynne

2:15 pm How to be the Best Board - Diane Hulse

4:00 pm New Dormitory Reception - all are welcome to attend

5:30 – 6:30 Dinner in Dining Hall

7 pm Member/Subscriber Levels Proposal from Staff - Gwynne - Vote Needed

7:30 pm Policies Review - Nicole and Gwynne

- Reimbursement
- Grievance - Vote Needed
- Anti-Harassment - Vote Needed
- Personnel - Vote Needed

9 – 12 pm Social Time

### Saturday October 20, 2018

7:30–8:30am Breakfast in Dining Hall

9:00 am Strategic Planning - Gwynne

- Vision Statement
- Goal Statements
- Objectives
- Strategies

12:00 pm Boxed Lunches

1:00 pm Financial Reports - Michael

2:00 pm Review Strategic Planning Results - Gwynne - Vote Needed  
2:30 – 3:00 Break  
3:00 pm SNAG Connects Discussion - April Wood  
3:30 pm VRA Award for 2019? - Nicole - Vote Needed  
4:00 pm Transitional Membership - April Wood  
- Description Discussion  
4:30 pm Individual versus Board Fundraising - Nicole  
5:00 pm Adjourn for the Day  
6:00 pm Dinner as a group downtown Gatlinburg - Cherokee Grill, Located at: 1002 Parkway  
9 – 12 pm Social Time

**Sunday October 21, 2018**

Please note everyone MUST be checked out of their rooms by 9 am!

7:30–8:30am Breakfast in New Dorm meeting room  
9 am 50th Anniversary Activities - Elizabeth  
10 am Google Team Drive Training - Gwynne  
10:30 am Break  
11 am New Business - Nicole  
11:30 am Closing Session - Diane Hulse  
12 pm Adjourn  
12 – 2 pm Board Lunch in Gatlinburg - TBD

GREETINGS:

The Board of Directors meeting of the Society of North American Goldsmiths was called to order at 2:30pm on October 19, 2018 by Nicole Jacquard, SNAG President.

PRESENT:

Gwynne Rukenbrod Smith – Executive Director

Nicole Jacquard - President May 2019 (E 17- 2020), Chair - Executive Committee, Programming Committee

Brian Ferrell - President Elect (E 2018-2021) - Executive Committee

Michael Brehl - Treasurer (May 2018) Chair - Finance Committee, Executive Committee

Jill Baker-Gower (E 2016-2019) -Volunteer Committee, Programming Committee

Dominique Bereiter (A 2015-18: A 18 - 2021) - Fundraising Committee, Programming Committee

Kat Cole (E 2015-2018: E 18-2021) - Volunteer Committee, Fundraising Committee, Programming Committee

Jack daSilva (E 2018 - 2021) - Finance Committee

Diane Hulse (A 2018 - ) - Fundraising Committee

Becky McDonah (E 2013-17; E 17-2020) – Secretary, Executive Committee, Programming Committee

Tedd McDonah (A 2014-17; A 17-2020) - Conference Planning Committee, Programming Committee

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

April Wood (E 2015-2018;E 18-2021) - Co-Chair - Programming Committee

OTHERS IN ATTENDANCE:

Jennifer Wells - Chair, Nominations & Elections Committee

ABSENT:

Dianne Debeixedon (E 2014-2017; A 17-2020) Co-Chair - Fundraising Committee, Finance Committee, Programming Committee

Anne Fiala (E Jan 2018 - 2020) - Executive Committee, Finance Committee

Ezra Satok-Wolman (E 2016-2019) - Programming Committee

Emily Stoehrer (E 2017- 2020) - Co-Chair - Programming Committee

ANNOUNCEMENTS: Nicole Jacquard

a. Confidentiality -

The Board was advised that everyone is encouraged to speak their minds during these meetings, and to be respectful of differing opinions in thoughtful discussion and examination, 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.



<p><b>Policies Review</b></p> <ul style="list-style-type: none"> <li>● <b>Reimbursement</b></li>   <li>● <b>Communications</b></li>   <li>● <b>Personnel</b></li> </ul>	<p>Nicole and Gwynne</p>	<p>The Board was reminded that the <b>Payment and Reimbursement Policy</b> can be found on google drive. This document lists reimbursable and non-reimbursable items. Costs/reimbursements should not exceed \$500, anything in excess of this would need to be approved by Gwynne. The reimbursement procedure is listed in the document with a time limit of 60 days to submit requests after an expense is incurred. The Board was also reminded to make travel arrangements 60 days out from the travel date.</p> <p>The Board was reminded that the <b>SNAG Communications Policy</b> can be found on google drive. These guidelines cover many forms of communication within SNAG. The Board was specifically reminded of the section noting to <b>respond to email and doodle polls within 24-48 hours</b>. If you know that you will be travelling somewhere with limited access, let Gwynne know in advance of this issue. If you are using the conference line or scheduling a meeting through zoom, let Gwynne know so that committee conflicts do not occur.</p> <p>There have been updates made to the <b>SNAG Personnel Policy</b> with regards to the staff and office space language. This language includes items related to benefits, two weeks notice, two weeks severance pay, properties returned, accounts settled, vacations, etc. The lawyer will look at the policy and clean it up before it is brought to the board for a vote.</p> <p>It was noted that the lawyer is currently looking at the <b>anti-harassment policy</b> and <b>grievance policy</b>. The board will vote on all three at a later date.</p>
<p><b>Road 2 Success</b></p>	<p>Gwynne</p>	<p>A document with offerings and attendance for Road 2 Success programming from March-December 2018 was handed out to the board. The board was asked to think about suggestions for other course subjects and instructors.</p> <p>As of September 30, 2018 the income from this programming was \$5,136 and the expenses \$1,428. The operation of this program will transition from the Executive Director to the Education Director to help free up the ED's time to focus on fundraising.</p>

**Meeting adjourned: 9:10pm**

Board reconvened October 20 at 9:00am

GREETINGS:

The Board of Directors meeting of the Society of North American Goldsmiths was called to order at 9:00am on October 20, 2018 by Nicole Jacquard, SNAG President.

ANNOUNCEMENTS: Nicole Jacquard

a. Confidentiality -

The Board was advised that everyone is encouraged to speak their minds during these meetings, and to be respectful of differing opinions in thoughtful discussion and examination, 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.

b. Elizabeth announced to the board that she will be re-running when her term expires in 2019.

DISCUSSION ITEM	LEAD	ACTION ITEM
<p><b>Minutes Review and Vote -</b> Minutes of August 24, 2018</p>	<p>Becky</p>	<p>After a recap/discussion of the minutes from the August 24, 2018 Board of Directors meeting a motion was called for. <b>Motion:</b> (Jack) To approve the minutes from the <b>August 24, 2018</b> Board Meeting. <b>Seconded:</b> Dominique. The President called for a vote: <b>In Favor-10, Opposed-0, Abstain-2</b> <b>Minutes Approved.</b></p> <p style="text-align: right;">Send to Tara to post on SNAG website.</p>
<p><b>Strategic Planning</b> <b>Vision Statement</b></p>	<p>Gwynne</p>	<p>In May 2018 a proposal to revisit the vision statement was brought to the board. After discussion over suggested changes, it was determined that the proposed version did not include reference to community and read more like a mission statement. The board found the current version to be about forward thinking and valued the reference to community included.</p> <p>While revisiting the <b>vision statement</b> the board did vote to change the word “engaging” to “that engages.” The statement would then read:</p> <p><i>The Society of North American Goldsmiths envisions a diverse international jewelry and metals community that engages in thoughtful conversation and critical discourse while preserving tradition and embracing innovation.</i></p>

<p><b>Strategic Planning cont.</b></p> <p>Vision statement vote</p> <p>Mission statement vote</p> <p><b>Goal Statements</b></p>		<p><b>Motion:</b>( April) to accept the changes to the vision. <b>Seconded:</b> Jill. All in Favor: Unanimous <b>Motion Carries.</b></p> <p>The <b>mission statement</b> was revisited at this time, and after discussion there was a motion. <b>Motion:</b> (Jack) to reaffirm the mission statement. <b>Seconded:</b> Becky. All in Favor: Unanimous <b>Motion Carries.</b></p> <p>The <b>SNAG Strategic plan 2016-2018</b> was handed out to the board along with a separate page for each of the current Programming Centers and Goal Statements:</p> <ul style="list-style-type: none"> <li>● Advocacy and Activism</li> <li>● Education</li> <li>● Operations/Governance</li> <li>● Development/Fundraising</li> </ul> <p>The board was asked to break into groups to focus on the goal statements and consider if these statements need to change with the <b>development of the new 2019-2021 Strategic Plan</b>. The Executive Director presented what the staff came up with for programming centers and goal statements. The updated versions included Advocacy and Awareness; Education; Operations and Marketing; Development and Fundraising.</p> <p>After the groups reconvened and shared their thoughts, the group worked on drafts of what the new Goal Statements could look like for 2019-2021.</p> <ul style="list-style-type: none"> <li>● <b>Advocacy and Activism</b> - To promote, strengthen and archive the field of jewelry and metalsmithing.</li> <li>● <b>Education</b> - Cultivate, create, and evaluate programs that deliver creative approaches and critical support to (the field of jewelry and metalsmithing/the craft community/?)</li> </ul>
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		<ul style="list-style-type: none"> <li>● <b>Operations</b> - Maintain and evaluate operational systems and create and increase awareness, visibility and communications of SNAG.</li> <li>● <b>Development and Fundraising</b> - Implement and strengthen development initiatives to ensure the financial sustainability of SNAG.</li> </ul> <p>The board would like to place emphasis on community by adding this goal statement. The challenge is how to come up with objectives and strategies that do not place extra work on the staff costing additional time and money.</p> <ul style="list-style-type: none"> <li>● <b>Community</b> - Develop and enhance initiatives that foster and build connections to create a sense of belonging among current and future members.</li> </ul> <p>The first step will be for the board to read the book, <b><i>The Art of Community: Seven Principles for Belonging</i></b>, by Charles H. Vogl and come up with some action steps.</p>
<p><b>Financial Report</b></p>	<p>Michael</p>	<p>The Treasurer’s Report was handed out to the board and attention was directed to the <b>Membership and Subscriber numbers</b> for discussion. It was noted that Subscriptions have gone down 46% over the past six years and Metalsmith is projected to lose 35K this year. In spite of these numbers, 81% of our membership say they join for <i>Metalsmith</i> magazine. Newsstand sales did go up after the redesign, but these sales are not very big. Advertising income will probably come in close to 14K short of the projected amount. More time is needed to see results from the changes to the magazine and editorial leadership. Membership numbers for 2018 are expected to increase approx 72 members over the 2017 total.</p> <p>It was noted that the number of paid attendees in Portland was under the amount projected. The 2019 Chicago conference will most likely be well attended, but we should still budget conservatively.</p> <p>The board noted that Gwynne needs to have things that can be done by someone other than the Executive Director taken off her plate so that she can focus on fundraising.</p>

<p><b>Volunteer Recognition Award 2019</b></p> <p>Recipient vote</p> <p>Award Design vote</p>	<p>Nicole</p>	<p>There was a call for suggestions for the Volunteer Recognition Award. After discussion a motion was made.  <b>Motion:</b> (Tedd) To award Pam Robinson the Volunteer Recognition Award for 2019. <b>Seconded:</b> Dominique.  All in Favor: Unanimous  <b>Motion Carried.</b></p> <p>After discussion over the power of rituals in a community and the continuation of the current award design, a motion was made.  <b>Motion:</b> (April) To adopt the design by Michael Nashef for continued use for the Volunteer Recognition Award Design. <b>Seconded:</b> Tedd.  All in Favor: Unanimous  <b>Motion Carried.</b></p> <p>Nicole will reach out to the VRA recipient.</p>
<p><b>Strategic Planning - part 2</b></p>	<p>Gwynne</p>	<p>The Board discussed possible <b>objectives</b>, and the difference between strategies and objectives, for the following areas: <b>Advocacy &amp; Activism, Education, Operations, Development &amp; Fundraising, and Community.</b></p> <p>After discussion the Executive Director collected the information to rewrite the ideas so that they read as clear objectives. From these objectives, the board will develop some strategies in preparation for a vote for the top five that the staff and board will focus on. With this information, Gwynne will create the new strategic plan.</p>
<p><b>Transitional Membership</b></p>	<p>April</p>	<p>In response to the approval of the <b>3-year transitional membership</b>, there was discussion over the definition of a student and if it needed to be expanded upon for clarification. Also discussed was how the eligibility would be monitored. Due to logistics, the honor system has been the most practical approach.</p> <p>The “Transitional” Membership was renamed the <b>Emerging Member Level</b> and will be available to the public on January 15, 2019.</p>

<p><b>SNAG Connects</b></p> <p style="text-align: center;">Vote to put on hold</p>	<p>April</p>	<p>April reported that upon reaching out to the SNAG connects leaders, Jeff found they were struggling with communication and low engagement. The size of the regions assigned were not helping with face-to-face opportunities, and the newsletter format was not running smoothly yet.</p> <p>The board recognizes this program’s goal of building community, but it may be too heavily reliant on volunteers to do. After discussion, the board wanted to put this program on hold and revisit it after reading the book on community, and a motion was made.  <b>Motion:</b> (Nicole) to put the SNAG Connects program on hold. <b>Seconded:</b> Kat.                  All in Favor: unanimous  <b>Motion Carried.</b></p> <p>The volunteers are to be contacted and thanked formally for their time. This may be an opportunity to transition them into some other roles if they still want to be more involved in the organization.</p>
<p><b>Individual versus Board Fundraising</b></p>	<p>Nicole</p>	<p>Nicole reminded the board of the importance of everyone contributing to their <b>individual fundraising</b> efforts and to reach out to her or Anne for help with any initiative that they may have in mind.</p> <p>Examples of what would and would not count towards individual fundraising were shared. Also discussed was the difference between <b>Cash Donations</b> and <b>In-Kind Donations</b>.</p> <p>The board was reminded to fill out the <b>Check Reimbursement Form</b> and <b>mark it as a in-kind donation</b> in order to receive credit for it on our individual fundraising excel sheet. This form needs to be <b>sent to the Executive Director</b>.</p>

**Meeting adjourned: 5:48pm**

Board reconvened October 21 at 9:00am

GREETINGS:

The Board of Directors meeting of the Society of North American Goldsmiths was called to order at 9:00am on October 21, 2018 by Nicole Jacquard, SNAG President.

ANNOUNCEMENTS: Nicole Jacquard

a. Confidentiality -

The Board was advised that everyone is encouraged to speak their minds during these meetings, and to be respectful of differing opinions in thoughtful discussion and examination, 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	LEAD	ACTION ITEM
<b>50th Anniversary Activities</b>	Elizabeth	<p>As of October 16, 2018 there have been <b>104 donors for the 219 for 220</b> fundraising campaign. This is a total of \$24,145 and hits the halfway mark. This initiative will be put on hold until next year to make room for our annual fundraising appeal, although board members may continue to keep talking about it. Discussion was held over best practices for contacting potential donors and following up. A special Legacy pin will be created to thank individuals that donated.</p> <p>Due to the funding attached to 2019-2020 programming the board discussed if there needed to be any changes to the proposed programming. The board was in agreement to <b>work towards the original goal</b> voted in for the 219 for 220 initiatives. This initiative will be <b>re-launched at the 2019 conference</b>.</p>
<b>Google Team Drive Training</b>	Gwynne	<p>The Executive Director explained that the Team Drive is owned by the organization and we are all managers. With this approach, you will not have to share documents with individuals as the ownership lies with SNAG and all can access. This way ownership of board documents will not fall on the individual.</p> <p>The board was stepped through navigating the drive and questions were answered regarding the process.</p>



		<p><b>Operations</b></p> <ul style="list-style-type: none"> <li>● Remain accountable and responsible for our internal operations</li> <li>● Clarify who is SNAG</li> </ul> <p><b>Development &amp; Fundraising</b></p> <ul style="list-style-type: none"> <li>● Streamline and expand SNAG’s fundraising</li> <li>● Continue to develop a culture of giving</li> <li>● Continue to develop board fundraising</li> </ul> <p><b>Community</b></p> <ul style="list-style-type: none"> <li>● Build a strong sense of community</li> </ul> <p>The Executive Director will take this information and turn it into the strategic plan and come back to the board with some of the action steps the board listed in addition to ones the staff comes up with. This will be presented in draft form at our next meeting.</p>
<p><b>New Business: Nominations and Elections Committee</b></p>	<p>Jennifer Wells</p>	<p>The Nominations and Elections Committee Chair discussed the next election schedule. We have <b>three board members ending their terms</b>. Currently one of them, Elizabeth Shypertt has expressed interest in re-running. After discussion of potential candidates, and what qualities would be beneficial to the group, the board was asked to send any other suggestions to Jen Wells or add them to the shared list. Jen was asked to reshare this list for new board member access and convenience.</p> <p>The committee was asked to reach out to former board members to serve on the <b>Nominations and Elections Committee</b>. This will be beneficial when describing what board service is like to potential candidates. There will be <b>one vacancy</b> on this committee as the chair will be ending her term.</p>
<p><b>Closing Session</b></p>	<p>Diane H.</p>	<p>During the closing session the board reflected on what we did well and what we could improve. Everyone then shared where they were mentally in relationship to the board.</p>

		<p>A reading list was discussed and the board was charged with reading the <i>Art of Community: Seven Principles for Belonging</i>, by Charles H. Vogl</p> <p>The Director of Arrowmont, Bill May, joined the board briefly and thanked SNAG for holding their board meeting at Arrowmont School of Arts and Crafts.</p> <p>The Board was then thanked for their time and dismissed.</p>
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**Meeting adjourned 11:50 am**

Mission

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

Vision

SNAG envisions a diverse international jewelry and metals community that engages in thoughtful conversation and critical discourse while preserving tradition and embracing innovation.

Values

- *Dedicated:* We are committed to the advancement of jewelry, metalsmithing, and community.
- *Informative:* We nourish and share knowledge about jewelry and metalsmithing both inside and outside of our organization.
- *Innovative:* We support, encourage and advance ideas that lead to creative approaches, unique solutions, and crossing boundaries.
- *Inclusive:* We celebrate the rich diversity and history of our field and value a variety of viewpoints through supportive, respectful, and ethical interaction.