



**GREETINGS:**

The Board of Directors meeting of the Society of North American Goldsmiths was called to order at 11:00am on July 31, 2019 by Brian Ferrell, SNAG President.

**PRESENT:**

Gwynne Rukenbrod Smith – Executive Director

Brian Ferrell - President (E 2015-2018; E 2018 - 2021) - Chair Executive Committee

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

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

Dominique Bereiter (A 2015-2018; A 2018-2021) - Fundraising Committee, Programming Committee

Kat Cole (E 2015-2018; E 18-2021) - Volunteer Committee, Fundraising Committee, Co-Chair - Programming Committee

Jeff Georgantes (A 2019 - 2021)

Patricia Madeja (E 2019-2022)

Elizabeth Shypertt (E 2016 -2019; 2019-2022) - Co-Chair - Fundraising Committee

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

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

**ABSENT:**

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

Jack daSilva (E 2018-2021) - Finance Committee

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

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

Kee-Ho Yuen (E 2019-2022)

**OTHERS IN ATTENDANCE:**

**MISSION MOMENT: Brian Ferrell**

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

Brian shared how he got past his fear of fundraising. He spoke about other ways than just asking for money and how he found it more comfortable to ask for support for student scholarships, or a piece of equipment. This way you can match the donor with something that they want to support.

**ANNOUNCEMENTS:** Brian Ferrell

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>Committee Reports - Finance</b>	Michael	<p>The Finance Committee had a meeting on the 22nd. The concern was raised that the current financial predictions were dire if SNAG continues along the same path. The committee looked at the financials of Metalsmith magazine as it is a major expense for the organization. Production costs have been streamlined, but there is still a loss in advertising and subscribers. The importance of the printed magazine to the members was discussed and if we would lose members without having a magazine to offer.</p> <p>The Treasurer agreed that the current business model is not sustainable and that changes need to be made in order to keep the organization afloat. The Fall Board Meeting was set as a timeline for making some tough decisions.</p>
<b>Committee Reports - Fundraising/50th Anniversary Committee</b>	Elizabeth	<p>Elizabeth presented and update on the 219 for \$220 campaign and the 50th Anniversary activities. She asked the board for suggestions on how to get people to fundraise. She stressed the need to do this through phone calls, emails, and in person. She noted this was no time for fundraiser fatigue and that everyone needs to participate.</p> <p>The July 16th day of giving helped get the 219 for \$220 total up to \$6,400 but our target goal is 25K for this year! Individuals were asked to brainstorm and come up with their own fundraising activities. We need the entire board engaged. Board members were encouraged to reach out for help with brainstorming.</p> <p>At this time other goals and targets were discussed to help make SNAG a sustainable organization. The needs/goals listed included:</p> <ul style="list-style-type: none"> <li>● 400K in the bank for cash reserves</li> </ul>

		<ul style="list-style-type: none"> <li>● 75-100K for next year – 200K would be wonderful</li> <li>● To make changes to the business model</li> <li>● Attract more people who make board membership their job</li> <li>● To change the by-laws to allow more flexibility/diversity in board membership</li> <li>● Results from major donor cultivation</li> <li>● More people in the GEM program (giving every month)</li> </ul> <p>The Executive Committee will have by-law changes put together for the fall meeting so that there is time to discuss them and get them out to the membership in time for voting during the 2020 conference.</p>
<b>Executive Director Report -</b>	Gwynne	<p>The Executive Director encouraged the board to promote the organization online and through social media. She reminded the board of the upcoming deadline for Goldsmith '20. The goal is to receive 215 entries. There will be a video that will go out to the membership that addresses many of the questions or apprehensions the membership may have about the call.</p> <p>The board was reminded that they do not oversee the jurying process so they are eligible to apply.</p>
<b>Develop Action Items and Delegate -</b>		<p>The SNAG President thanked the Board for their time.</p>

Meeting Adjourned: 12:45pm

Mission

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

Vision