



Agenda:

Sunday May 19, 2019

Lunch on your own before board meeting starts.

- 1:00 pm Welcome/Confidentiality – Nicole
- 1:15 pm Ice Breaker – Gwynne
- 2:00 pm 2019 SNAG Dashboard Presentation - Gwynne
- 3:00 pm Strategic Plan Update – Discussion - Gwynne
- 3:30 pm Break
- 3:45 pm Programming Committee Findings – Discussion – April/Emily
- 5:00 pm Asking Styles Quiz and Army of the Engaged Handout - Discussion - Gwynne
- 6:00 pm Adjourn

Dinner on your own

Monday May 20, 2019

Breakfast on Executive Level on your own

- 9:00 am Opening Exercise – Discussion - Gwynne
- 9:30 am Fundraising Committee – Discussion – Elizabeth
 - 219 for \$220
 - Individual Fundraising Forms
 - Braintstorm Other Fundraising Ideas
- 10:30 am Break
- 10:45 am Lifetime Achievement Award and Education Endowment Committee Nominations – VOTE - Gwynne
- 11:00 am 2 Facts, 2 Stories and Elevator Pitches - Gwynne
- 12:00 pm Lunch – Served in Price Room
- 1:00 pm Board Makeup – How our board is put together – Discussion – Gwynne

- NEC Discussion and Questions – Andrew
 - What does it mean to have a constituent board?
- 2:00 pm Programming Committee – Discussion – Emily and April
- 3:00 pm Break
- 3:15 pm Committees Meet to Create 2019/2020 Workplan based on discussions
- 4:30 pm Reconvene and present year workplan - Discussion
- 6:00 pm Adjourn for the Day

Dinner on Your Own

Tuesday May 21, 2019

Breakfast on Executive Level on your own

- 9:00 am Financial Report – Michael
- 9:30 am Committees meet again to finalize workplan and set committee meeting dates
- 10:30 am Your Elevator Speech – Kinszia
- 12:00 pm Lunch – Served in Price Room
- 1:00 pm Diversity, Equity, and Inclusion Workshop – Rahul Sharma
- 5:00 pm Adjourn
- 6:30 pm Dinner for SNAG Board, Staff, and MALC in the Cresthill Room (Third Floor)

GREETINGS:

The Board of Directors meeting of the Society of North American Goldsmiths was called to order at 1:13pm on May 19, 2019 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 2015-2018; E 2018 - 2021) - Executive Committee
Becky McDonah – Secretary (E 2013-17; E 17-2020), Executive Committee, Programming Committee

Jill Baker-Gower (E 2016-2019) -Volunteer Committee, Programming Committee, Finance Committee: 1:30 due to traffic
Dominique Bereiter (A 2015-2018; A 2018-2021) - Fundraising 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
Ezra Satok-Wolman (E 2016-2019) - Programming Committee, Finance Committee
Elizabeth Shypertt (E 2016 -2019) - Co-Chair - Fundraising Committee
Emily Stoehrer (E 2017- 2020) - Co-Chair -Programming Committee
April Wood (E 2015-2018; 2018-2021) - Co-Chair -Programming Committee

ABSENT: Kat Cole (E 2015-2018; E18-2021) - Volunteer Committee, Fundraising Committee, Co-Chair - Programming Committee:
Joined Today via Zoom for Programming Committee discussion

Michael Brehl - Treasurer (May 2018) Chair - Finance Committee, Executive Committee: Joining the meeting tomorrow
Diane Hulse (A 2018-) - Fundraising Committee - Resigned

OTHERS IN ATTENDANCE:
Andrew Kuebeck - NEC representative (Nominations and Elections Committee)

ANNOUNCEMENTS: Nicole Jacquard & Gwynne Rukenbrod Smith
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. The resignation of Appointed Board Member Diane Hulse was accepted effective immediately.
- c. A grant in the amount of \$25,000 was awarded to SNAG by the John & Robyn Horn Foundation for R2S Scholarships.
- d. SNAG also received a Windgate grant to cover the internship program, \$30,000 for the next two years (\$60K total).

DISCUSSION ITEM	LEAD	ACTION ITEM
<p>Minutes Review and Vote - Minutes of February 28, 2019</p>	<p>Becky</p>	<p>After a recap/discussion of the minutes from the February 28, 2019 Board of Directors meeting a motion was called for. Motion: (Nicole) To approve the minutes from the February 28, 2019 Board Meeting. Seconded: Ezra The President called for a vote: All In Favor - 9 Opposed - 0 Abstentions - 3</p> <p>Minutes Approved. Send to Tara to post on SNAG website.</p>
<p>2019 SNAG Dashboard Presentation 2019 SNAG Dashboard Presentation (cont.)</p>	<p>Gwynne</p>	<p>The Executive Director projected the SNAG Dashboard on the screen for the board to view. This could also be found at SNAG FY 2019 Dashboard in google docs. The Board was walked through the living document as the ED noted successful and cautionary areas, as well as areas where goals have not been met. Some areas for concern discussed included:</p> <p>Programs Conference: paid advertising down; pre-conference workshops not filled Publications: strong concern over subscriber numbers, sales, and advertising Road 2 Success: stable but hope new scholarships help boost registration Other Public Outreach: JaMS - need to increase number of applicants/sales</p> <p>Organization Fundraising & Development: General donations and appeals are down Grants: Strong successes, but need to research/apply for more that fit our organization</p>

<p>2019-2021 Strategic Plan Update</p>		<p>Marketing: Did not reach goal of Social Media Ad Sales Finances: Need to strive for sustainability to keep organization going Board: Need to focus on the 219 for 220 campaign</p> <p>Other issues were discussed surrounding exhibition planning costs and conference hotel charges this year, and continuing to focus on the sustainability of the conference model.</p> <p>The dashboard shows positive strides but the cautionary items reiterate that all issues have not been solved. Three things the board agreed that need to be focused on:</p> <ul style="list-style-type: none"> ● Magazine/Publications ● Fundraising ● Community <p>The 2019-2021 Strategic Plan was shared with the board including areas that that staff had filled in. The board will determine what to focus on when they broke into committees for conversation.</p>
<p>Lifetime Achievement Award (LAA) Committee Member Selection</p>	<p>Gwynne</p>	<p>After discussion of potential committee members the Board nominated five members as potential candidates for the Lifetime Achievement Award Committee. Approval was given to proceed with contacting a new member for the LAA committee from the board approved list of candidates to fill the vacancy left by Diane Falkenhagen as the outgoing Chair. Perry Price will take over as Chair and Boris Bally will be a continuing member.</p> <p>Motion: (Dominique) To approve the slate of possible candidates for the Lifetime Achievement Award Committee. Seconded: (April) All in Favor: unanimous</p> <p>The Board also discussed recommendations for consideration put forward in the LAA Committee Report.</p>
<p>Programming Committee Report-</p>	<p>Emily and April</p>	<p>The Programming Committee was tasked to study Metalsmith due to the shortfall of 35K in the past year and the prediction of an even greater loss for the upcoming year. Many voices were brought into the conversation about format,</p>

		<p>costs of publication, and audience. Three areas were selected as focus groups:</p> <ul style="list-style-type: none"> ● Research – thinking about like organizations that are grappling with this same challenge ● Survey – to try to assess what members want ● Finance – what fiscal changes can be made to save money <p>Within the topic of what we want Metalsmith to be and what it is, short term goals and long term goals were discussed. Also discussed was decreasing costs and increasing readership, how to integrate the website to support SNAG publications, and the notion of the magazine being a membership benefit versus having a broader reach.</p>
<p>Asking Styles Quiz and Army of the Engaged Handout</p>	<p>Gwynne</p>	<p>The board reviewed the results of a quiz previously taken at askingmatters.com and were reminded of the 20 points shared in the podcast, "What every board member should know," that was assigned prior to the meeting.</p> <p>The board filled out the Army of the Engaged packets that were turned in to the Executive Director. These exercises will go towards strengthening fundraising and membership efforts.</p>

Meeting Adjourned: 6:00pm

Board reconvened May 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 May 20, 2019 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 2015-2018; E 2018 - 2021) - Executive Committee

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

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

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

Michael Brehl - Treasurer (May 2018) Chair - Finance Committee, Executive Committee: (Joined the meeting 9:25am)

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
 Ezra Satok-Wolman (E 2016-2019) - Programming Committee, Finance Committee
 Elizabeth Shypertt (E 2016 -2019) - Co-Chair - Fundraising Committee
 Emily Stoehrer (E 2017- 2020) - Co-Chair -Programming Committee
 April Wood (E 2015-2018; 2018-2021) - Co-Chair -Programming Committee

ABSENT: Kat Cole (E 2015-2018; E 18-2021) - Volunteer Committee, Fundraising Committee, Co-Chair - Programming Committee:
 Joined Today via Zoom for Fundraising and Programming Discussion
 Diane Hulse (A 2018-) - Fundraising Committee - Resigned

OTHERS IN ATTENDANCE:
 Andrew Kuebeck - NEC representative (Nominations and Elections Committee)

ANNOUNCEMENTS: Nicole Jacquard & Gwynne Rukenbrod Smith

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
Opening Exercise	Gwynne	The board was asked to write down answers to the questions: Why are you a Board member? What do you want to achieve? The themes that developed were reflected upon and set as a framework to help guide decision making.
Fundraising Committee 219 for \$220	Elizabeth	The relaunch for part two of the 219 for \$220 campaign was discussed and the importance of commitment and follow through. Some ideas and tools to assist in communication were shared. Volunteer time slots were filled to sit at the

<p>Individual Fundraising Forms</p> <p>Braintstorm Other Fundraising Ideas</p>		<p>Donation Table during the conference. The ability to donate monthly was also given as an option for this campaign.</p> <p>The board was reminded to fill out their Individual Fundraising Forms in order to keep track of their fundraising donations and initiatives. The board was asked to set an example and shoot for the “stretch give.”</p> <p>This year the membership will be addressed in person at the conference to help educate the membership of the need for a culture of giving to the organization in order to sustain it. An annual day of giving specific to SNAG (July 16th) and apart from other non-profits was discussed to help direct focus, as well as other creative ideas that could generate money.</p>
<p>Education Endowment Committee (EEC) Nominations</p>	<p>Gwynne</p>	<p>A list of potential committee members was submitted by Anne Havel, Chair of the Education Endowment Committee. After discussion, approval was given to proceed with contacting a new member for the EEC committee from the list of candidates submitted to fill the vacancy that will be left by the outgoing member.</p>
<p>Board Makeup - How our board is put together</p> <p>Recent Appointment of Jeff Georgantes</p>	<p>Gwynne</p>	<p>The executive director discussed some of the pitfalls of being a constituent board. Due to the nature of how the board is elected, this is what tends to happen with the SNAG board being made up of its members.</p> <p>The Board discussed presenting changes to the by-laws to the membership for a vote in May 2020 to allow for more appointed than elected members on the board. This could help create a more diverse board, with different skill sets and leadership qualities. A motion was made.</p> <p>Motion: (Emily) To re-evaluate the nominations and elections structure of the board. Seconded: (Elizabeth) All in favor: Unanimous Motion Approved</p> <p>It was noted that Jeff Georgantes will be joining the board as of June 1st, 2019 as an appointed member 2019-2021. He was electronically voted in unanimously by the board in March with a vote of 13/0.</p>

<p>NEC Discussion and Questions</p>	<p>Andrew</p>	<p>Updated documents were requested by the Nominations and Elections Committee in order to target potential candidates that possess the skill sets that the Board may be in need of. Record keeping was also discussed as to how to keep track as to who has been approached and what their interest level was. The Executive Committee was tasked with providing the NEC access to updated documents.</p> <p>To have the second year NEC committee member attend the Spring Face-to-Face Meeting, and the third year NEC committee member attend the Fall Face-to-Face Meeting was suggested. This idea made sense to the board for effective training purposes and was approved.</p> <p>Jennifer Wells will be the outgoing Chair of the Nominations and Elections Committee, as Andrew Kuebeck will transition into that role, and Sharon Massey will be the other continuing member.</p>
<p>Programming Committee Report-</p>	<p>Emily and April</p>	<p>Due to financial concerns, discussion continued over the purpose of Metalsmith magazine and the format of the publication. Loss of advertising dollars, pros and cons of a digital format, and publication costs were concentrated on. With publication costs already having been trimmed, the need shifts to how to increase income and marketing. The Executive Director noted that the current editor is open to discussing different formats.</p>
<p>2019/2020 Workplan</p>	<p>Committees</p>	<p>After committees met to discuss and develop workplans for the upcoming year, the board reconvened and they presented the focus areas and timelines.</p> <p>Executive Committee</p> <ul style="list-style-type: none"> ● Restructuring of nominations and elections - in time for a membership vote on the by-laws ● NEC Documents - for potential candidates and master candidate list documentation <p>Programming</p> <ul style="list-style-type: none"> ● Metalsmith - continues to be number one priority ● Conference Models - continue to research ways to cut costs while

		<p>continuing the quality of programming. Gwynne will present a potential new model to the Board in the Fall.</p> <p>Finance</p> <ul style="list-style-type: none">● Budget 2020● Comparisons for Metalsmith (by July)● Quarterly Financials for the full Board - shared on google drive with a meeting scheduled to review● Annual report to the full membership <p>Fundraising</p> <ul style="list-style-type: none">● 219 for \$220 – goal is 25K (we did 25K last time)● Individual Fundraising –contact each board member every 6-8 weeks to discuss ideas, brainstorm, and check progress● Additional Fundraising – spread word about monthly donating, membership, guilds, schools, libraries for Metalsmith, annual appeal● Major Donor Program Support – Dominique will write all thank yous and will call the Executive Director every week to see what can be taken off her plate <p>Other items discussed included the back end of the website being up by mid-September and the option of a virtual Fall Face-to-Face to save money for the organization.</p>
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Meeting Adjourned: 6:02pm

Board reconvened May 21 at 10:00am

GREETINGS:

The Board of Directors meeting of the Society of North American Goldsmiths was called to order at 10:00am on May 21, 2019 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 2015-2018; E 2018 - 2021) - Executive Committee

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

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

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

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

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

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

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

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

ABSENT:

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

Diane Hulse (A 2018-) - Fundraising Committee - Resigned

OTHERS IN ATTENDANCE:

Andrew Kuebeck - NEC representative (Nominations and Elections Committee)

ANNOUNCEMENTS: Nicole Jacquard & Gwynne Rukenbrod Smith

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
<p>Financial Report Treasurer's Report previously shared with the Board</p>	<p>Michael</p>	<p>When walking through the report, the Treasurer noted that the membership has stabilized and is actually growing, 106 new members signed up during the membership drive. When looking at comparable financial data the goal of having enough money in the bank to cover the total liabilities was an area of concern. For 2018 the loss was \$48,855. It was noted that the \$75,787 loss from Metalsmith was offset by the conference and the membership income. The operating goal for the organization is to have more than 400K in the reserve.</p> <p>The budget presented to the board is a more digestible version than the fully detailed budget. The goal is to distribute quarterly reports that are easily digestible for the Board and for donor purposes.</p> <p>There was discussion over where possible programming and operational changes could be made to save money and other ways to generate income.</p>
<p>Your Elevator Speech</p>	<p>Kinszia</p>	<p>Connecting with the next generation of SNAG members and how to entice student and emerging members into becoming lifetime donors was focused on. Statistics were shared noting that 84% of this generation gave to a charity or non-profit and 70% donated at least 1 hour of their time. The board broke into groups to discuss how to reach these individuals without boring them with</p>

		statistics.
Other items	Gwynne	<p>The Executive Director thanked the Board for their time and recognized four Board members ending their terms</p> <p>Nicole Jacquard – ending term as President Jill Baker-Gower - ending term on the Board Ezra Satok-Wolman - ending term on the Board Elizabeth Shypertt - ending term on the Board</p>

Meeting Adjourned: 12:10pm

Mission

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

Vision

SNAG envisions a diverse jewelry and metals community engaging 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.