SNAG Board Meeting
November 4, 2019
Video conference call via Zoom

Agenda

1. Greetings – Brian Ferrell

2. Confidentiality - Brian Ferrell

3. Mission Moment- Dominique

4. Minutes Review and Vote – Becky McDonah (might miss meeting)

5. Committee updates-
   a. Executive
      i. Board/Chair Responsibilities and by-law change
   b. Programming
   c. Resource Development
   d. Finance - VOTE
      i. 2020 Budget
        1. ED’s Budget memo
        ii. 2018 Financial Review
        iii. 2018 990
        iv. Fee increase scenarios
        v. Rate increase proposal
        vi. Cash flow projections

6. New Business
   a. Annual Appeal- Brooke Marks-Swanson
   b. SOFA update?
GREETINGS: The Board of Directors meeting of the Society of North American Goldsmiths was called to order at 6:00pm on November 4, 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

Dominique Bereiter (A 2015-2018; A 2018-2021) - Fundraising Committee, Programming Committee, Finance
Kat Cole (E 2015-2018; E 18-2021) - Volunteer Committee, Fundraising Committee, Co-Chair - Programming Committee
Dianne Debeixedon (E 2014-17; A 17-2020) Co-Chair - Fundraising Committee, Finance Committee, Programming Committee (joined 6:20)
Jeff Georgantes (A 2019 - 2021) Fundraising
Nicole Jacquard - May 2019 (E 17- 2020) - Executive Committee, Programming Committee (joined 4:51pm)
Patricia Madeja (E 2019-2022) Programming, Finance
Elizabeth Shypertt (E 2016 -2019; 2019-2022) - Co-Chair - Fundraising Committee
Emily Stoehrer (E 2017- 2020) - Co-Chair -Programming Committee
Kee-Ho Yuen (E 2019-2022) Fundraising

ABSENT: Becky McDonah – Secretary (E 2013-17; E 17-2020), Executive Committee, Programming Committee
April Wood (E 2015-2018; E 18-2021) - Co-Chair -Programming Committee

OTHERS IN ATTENDANCE:
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.

b. Mission Moment - Dominique
   The Society of North American Goldsmiths advances jewelry and metalsmithing by inspiring creativity, encouraging education, and fostering community.
   Dominique described SNAG as a unique organization that brings together many different segments of the metalsmithing community. With so much to choose from, she emphasized the importance of continuing to offer this forum for our members to enrich their lives professionally and personally.

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<td>Committee Updates -</td>
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<td>a. Executive Committee</td>
<td>Brian</td>
<td>It was reported that the Executive Committee is working on document revisions for the separation of the President and Board Chairman positions that will outline the responsibilities for each. Also noted was the proposed by-law changes have gone to the lawyer for review and when these are complete they will be brought to the board for a vote. It was announced that Emily has decided to run for SNAG President and Kat is interested in stepping into the Chair role.</td>
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<td>b. Programming Committee</td>
<td>Emily</td>
<td>The Programming Committee will be working on how to increase membership. They will also be looking at Metalsmith content to see if there are some areas that could be changed and plan on bringing proposals to the next meeting for the board to vote.</td>
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<td>c. Resource Development</td>
<td>Elizabeth</td>
<td>Elizabeth reported on her and Gwynne’s meetings with potential donors at SOFA Chicago. Also noted was the goal of the annual appeal to raise 15K before the end of January. Currently the appeal letter card is being laid out and should be sent to print by the following week. Other projects discussed included work on the fundraising pre-conference tour, and a dinner to celebrate Helen Drutt.</td>
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The committee is reaching out to a group of professional volunteers who do projects for non-profits. They will try to find a good match for assistance with moving the website and fundraising software to a new platform. In other efforts, the GEM (Giving Every Month) program promotion has begun and results will be shared once it is further along the way.

The 2020 Budget for Board was shared and Gwynne reviewed the ED's Memo on 2020 budget. Some of the things noted were that the membership numbers remained steady, savings were included under Metalsmith magazine, the subscription numbers remained steady, and ad sales came under goal this year but will be shooting for the same target next year. There were increases entered for individual donors and fundraisers, but the amounts for the major donor campaign and conference income were conservatively lowered along with sponsorship numbers. Board travel costs were entered in the budget although the goal is for most of the board to pay for their own travel. Some programming and most awards were eliminated to save costs along with staff bonuses and changing JaMS to print on demand. Staff is discussing building value in membership by including member benefits that do not cost the organization.

Motion: (Nicole) To accept the 2020 budget. Seconded: Kat
All in Favor -11, opposed-0, abstain -0. Motion Passed.

Cash Flow Projections 2019-2020 were shared with a bottom line of $14,122 if we meet all our goals. The board was reminded that the organization is not out of the woods next year, but will continue to work towards sustainability. This projection did not include major donor campaign, so this can help.

Further discussion provided the goal for the 2020 conference attendance. The minimum numbers desired include 326 full paid members and 322 paid student/emerging members. Total would be 648 paid plus some additional attendance options. For comparison, it was noted that the total attendance was
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<td>Financial Review</td>
<td>SNAG’s accountant Dan put the <strong>2018 Financial Review</strong> document together that was shared with the board. The Treasurer described what to look for in a review. The board was directed to the <em>Accountant’s Conclusion</em> that let us know they trust our numbers. The <em>Going Concern</em> paragraph was noted as unsettling, it means they are not sure of our sustainability. The Treasurer stressed that the organization’s balance sheet is weak with larger liabilities. There was more discussion over the information in the document. The board was asked to read the <em>Going Concern</em> paragraph in its entirety. This states the concern, but also includes what the organization has been doing to rectify the situation. This tells us that SNAG needs radical change in order to be sustainable.</td>
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<td>2018 990</td>
<td>The <strong>2018 990</strong> document was reviewed in preparation for it to be voted on by the board before being submitted. Gwynne did not see any mistakes and has gone over it line by line. The President called for a motion. <strong>Motion:</strong> (Dominque) To approve the 990 (with edits to the Presidential name). <strong>Seconded:</strong> Dianne. <strong>All in favor-11, Opposed-0, Abstain-0. Motion Passed.</strong></td>
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<td>Fee increase scenarios</td>
<td>The <strong>Finance Committee Fee increase Proposal</strong> was shared with the board. The committee is suggesting raising individual memberships $5 with no increase in the student/emerging membership rate. For the Organization and Corporate memberships a $25 increase was proposed. The Treasurer stated that it is hard to estimate how much income this will generate. The committee felt this is a conservative increase and will raise approx. $7,700 per year. Another statistic shared was that 30% of our members are emerging members, which is strong for this category. After discussion the President called for a vote. <strong>Motion:</strong> (Emily) To approve the proposed Increased Membership Fees. <strong>Seconded:</strong> Elizabeth. <strong>All in favor-11, Opposed-0, Abstain-0. Motion Passed.</strong></td>
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<td>Rate increase proposal</td>
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<td>New Business -</td>
<td>The Executive Director gave a recap of these items that were covered earlier in the meeting.</td>
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<td>● Annual Appeal</td>
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**Meeting adjourned: 7:33pm**

**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.