



Agenda

Friday Sept 27 1- 3 pm

1. Welcome – Brian Ferrell
2. Confidentiality – Brian Ferrell
3. Review Minutes from May 19 – 21, 2019 and July 31, 2019 – Becky McDonah – **VOTE Needed**
4. Questions Exercise – Brian Ferrell
 - a. Why do you love SNAG, or what do you get from it?
 - b. Why did you decide to serve on the board?
5. Financial Report – Michael Brehl
 - a. Cash Flows
 - b. Cost savings scenarios – Gwynne Rukenbrod Smith
 - c. Fundraising is THE only solution to save SNAG – Brian Ferrell
 - d. Time to announce a crisis to membership in 2020 – **Discussion Needed**

Friday Sept 27 4-6 pm

6. VRA – Brian Ferrell
7. Conference – Gwynne Rukenbrod Smith
 - a. 2020 Conference Registration Rates - **VOTE needed**
 - b. 2021 Conference locations/ideas - Vegas 2021
8. Resource Development – Elizabeth Shypertt – **Discussion needed**
 - a. Present new Committee Charter
 - b. Engage board in various aspects of resource development by having them identify areas interested in.

Saturday Sept 28 12 – 2 pm

9. Program Committee – Emily Stoehrer and April Wood
 - a. MS conversation – Discussion Needed
10. SNAG covered costs for board – Brian and Gwynne – Discussion needed

Saturday Sept 28 3-5 pm

11. B-law changes proposal of electing board – Brian Ferrell – Discussion needed
12. LAA nominations – Gwynne Rukensmith - Vote Needed
 - a. Need more especially women and POC
 - b. Can we change the application process to be a nomination as it currently stands and then 3 references?
13. [Dashboard](#) presentation by staff – Gwynne Rukensmith
14. New Business
15. Adjourn

Sunday Sept 29 10 – 12 pm – Program Committee

Committee work plans

- a. [Board and Committee Action](#) Plan

Sunday Sept 29 1-3 pm – Exec Committee

Committee work plans

- a. [Board and Committee Action](#) Plan

Sunday Sept 29 4-6 pm – Finance Committee

Committee work plans

- a. [Board and Committee Action](#) Plan

GREETINGS:

The Board of Directors meeting of the Society of North American Goldsmiths was called to order at 1:00pm on September 27, 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, 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 (until 5pm)

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:

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

Jack daSilva (E 2018-2021) - Finance Committee - Resigned

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

OTHERS IN ATTENDANCE:

Andrew Kuebeck - NEC representative (Nominations and Elections Committee)

		meeting.
<p>Conference - 2020 Conference Registration Rates</p> <p>2021 Conference Locations/Ideas</p>	Gwynne	<p>Conference registration rates were discussed and it was noted that they were previously lowered for New Orleans and an uptick in attendance resulted. The proposal being brought forward is to raise the SNAG Member and Non-Member Rates, but leave the student rate as is.</p> <p>Motion:(Nicole) To raise Member and Non-Member registration rates as listed on the chart proposed by Kristin. Seconded: Emily. All in Favor-13; Opposed-0; Abstained-0. Motion Passed</p> <p>It was stated that the initial idea of looking at colleges and universities has not been panning out. They are either not responding or do not want to plan that far out, so the staff started looking into other options including Las Vegas. This location could possibly streamline costs for SNAG and for our attendees. Also being considered is the financial benefit of staying in the same location.</p>
<p>Resource Development - New Committee Charter</p> <p>Board Engagement</p>	Elizabeth	<p>Changing the name from Fundraising to Resource Development was announced. The new Committee Charter was shared with the board that included additional efforts on increasing earned income, with options not just limited to asking people for money.</p> <p>The board was asked to remain responsive to emails and contribute to the effort. They were also reminded that the committee is there to help with development of an idea as well. It was noted that Non-Board Members have been added to the Resource Development Committee. These are individuals interested in helping with fundraising and making connections.</p> <p>The GEM program (Giving Every Month) promotion was discussed. The board was asked for a list of names and a letter and the staff will do the rest. The 50th Anniversary Report was given noting that there were 97 entries for the Goldsmith 20 exhibition and that there will be not publication due to the 8K shortfall in the 219 at 220 campaign. Don Friedlich has volunteered to do a digital timeline</p>

		instead, and is being asked to have it completed in time for the conference. It was also reported that a grant is being submitted to the Center for Craft for the Goldsmith 20 exhibition for a post-exhibition catalog.

Meeting adjourned: 6:08pm

GREETINGS:

The Board of Directors meeting of the Society of North American Goldsmiths was called to order at 12:00pm on September 28, 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 (until 5pm)

Jeff Georgantes (A 2019 - 2021) Fundraising

Nicole Jacquard - May 2019 (E 17- 2020) - Executive Committee, Programming Committee (joined 4:51pm)

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

Kee-Ho Yuen (E 2019-2022) Fundraising

ABSENT:

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

Patricia Madeja (E 2019-2022) Programming, Finance (Joined 3:00-5:00pm)

Jack daSilva (E 2018-2021) - Finance Committee - Resigned

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

OTHERS IN ATTENDANCE:

Andrew Kuebeck - NEC representative (Nominations and Elections Committee)

ANNOUNCEMENTS: Gwynne

a. Thank you note received

Through diversity, equity and inclusion efforts, SNAG was able to give a free scholarship to an individual due to a partnership with Penland. Received thank you note from scholarship recipient that was read aloud to the board.

DISCUSSION ITEM	LEAD	ACTION ITEM
<p>Program Committee - Metalsmith Conversation</p>	<p>Emily & April</p>	<p>The categories of Research, Survey, and Financial Findings were the focus of this committee. The survey results received were inconsistent except for that everyone wanted the magazine to remain and that SNAG could lose up to 50% of its membership if the magazine was discontinued. After doing the research, the findings had SNAG in a worse financial state without the magazine. Other current research shows that there may be a resurgence of print in the future.</p> <p>Cost saving measures were discussed like overall aesthetics of the magazine with paper quality, etc. Also discussed was altering the editorial content to attract a broader audience. Educators, Studio Artists, and Students were previously determined as our main focus groups. It was questioned if the content targets all of these groups and how does this effects advertising sales. Reaching out to the individuals that attend art centers and community centers and do not feel comfortable in the SNAG community was discussed. An alternative to the hobbyiest label was contemplated as it does not always accurately describe these individuals.</p> <p>There was more discussion over how to grow membership and the role that Metalsmith magazine plays in this. SNAG loses about 80-100 members a month. This is offset by the new/returning members. Focusing on retaining members was noted as equally important as gaining new members.</p>
<p>SNAG covered costs for board</p>	<p>Brian & Gwynne</p>	<p>Revisiting the items currently covered by SNAG for board members, including travel, hotel, conference waiver, & fall face-to-face was discussed. The cost breakdown for Chicago was \$10,583 to bring the board to the conference after</p>

		<p>those who paid for themselves. Typically SNAG budgets 20K for the May conference, but this usually comes down due to individual board member cost coverage.</p> <p>The question was asked if due to the financial situation, do we revise the costs covered. Currently these things are listed as covered when recruiting for the board. Options were discussed for sharing the costs or eliminating the funding for board travel and conference attendance. The board was asked if they could cover their conference costs in May. Different concerns were raised and problem solving for travel and lodging to help those who could not afford this.</p> <p>The Treasurer pointed out that besides these cost saving measures, we need to be thinking about finding funding to support things like the much needed back end of the website.</p> <p>It was recommended that board members cover their own costs, if possible for the next two board meetings. It was suggested that we put in new wording in the NEC documents that we prefer board members pay their own conference costs. Some members felt the hotel room costs should be covered during board meetings but not the conference. How these changes would effect finding new board candidates was discussed.</p> <p>The Executive Committee will work on the FAQ for the NEC and bring the document to the board for a vote. Brian will follow up with individual board members to be able to compile a budget for expected costs for the conference.</p>
<p>Break (1 hour)</p>		
<p>By-law Changes Proposal of Electing Board -</p>	<p>Brian</p>	<p>The changes proposed would change the makeup of the board so that more than 50% can be appointed members with of goal of building a stronger board and help create a more sustainable organization.</p>

		<p>Proposal:</p> <ul style="list-style-type: none"> ● one elected every board member each year ● one elected president every two years ● one elected student each year <p>This would make it so two elections would happen each year (board member/president & board member/student member). Other members of the board could be appointed by the president and the board would vote on it.</p> <p>This proposal would need to go to the membership for a vote to change the by-laws at the Philadelphia conference. The executive committee wanted the board to approve sending this proposal forward to the lawyer for changes. The goal of the student board member was discussed. The executive committee will revisit the document and bring it back to the board regarding this area. This needs to come to a decision by early November in order to get it to the lawyer in time to bring the changes to the membership 60 days before the vote in May.</p> <p>The board was reminded of the proposal to move to a President and the Chairman of the Board. We do not have to put anything in the by-laws about a Chair. The executive committee will be working on a proposal to bring to the board covering the duties of the position.</p>
<p>LAA Nominations - Need more especially women and POC</p>	<p>Gwynne</p>	<p>The makeup of the Lifetime Achievement Award Committee currently is Perry Price-Chair, Boris Bally, and Emily Stoehrer.</p> <p>The committee felt the current process made it challenging to get three letters of recommendation and would like to change this to three references that the committee & staff would follow up on. They also would like the committee to be able to nominate candidates as well. Some board members were not comfortable with the committee being able to nominate a candidate and concerns over a conflict of interest were raised. A call for separate motions was made.</p>

		<p>Motion:(Pat/Dominique) To change the LAA nomination process from requiring three letters of recommendation to listing three references. Seconded: Nicole. All in Favor- 11; Opposed-0; Abstain-1 Motion Passed.</p> <p>Motion: (Elizabeth) To allow LAA committee members to nominate candidates. Seconded: Nicole. All in Favor- 2; Opposed-9; Abstain-1 Motion did not pass.</p> <p>Motion: (Nicole) To allow Non-SNAG Members to nominate a LAA candidate. Seconded: Kat. All in Favor- 11; Opposed-0; Abstain-1 Motion Passed.</p>
<p>Dashboard Presentation by Staff</p>	<p>Gwynne</p>	<p>The SNAG FY 2019 Dashboard was shared with the board. The Executive Director noted the document contained monetary and numerical goals that the staff updates monthly to use as a tool to evaluate the progress on achieving these goals. Color codes are used to show what areas are doing well, cautionary, and not doing well.</p> <p>Programming areas were covered. The results for the conference were shared and it was noted that the goal was down about 15K from what was budgeted. Metalsmith, Road 2 Success, and Exhibition goals and results were shared. It was noted that membership goals were exceeded. JaMS sales were low and the goal of the publication was discussed as well as moving this to a print on demand.</p> <p>Organizational areas were covered. It was noted that we are way behind on donor support. Tool-in-the Hat sold a record number of tickets, but Silent Auction fell short. Halstead Design Challenge exceeded expectations and number of kits for next year will be increased for next year’s challenge. Grant reporting included receiving a Windgate grant for 30K a year for two years for interns, and 25K for R2S from the John and Robyn Horn Foundation. Other grant opportunities/actions were noted. Marketing and Finance items were discussed along with board related activities and 50th anniversary items.</p>

		<p>The Board agreed that the Dashboard was a useful tool for tracking information. Fundraising goals were the topic of continued discussion with comments on shooting for a target goal of 75-100K a year.</p>
<p>New Business - Time to announce a crisis to the membership in 2020 (not covered from earlier in the agenda)</p> <p>Meeting Schedule Discussion</p> <p>Committee Meetings for Tomorrow</p>	<p>Gwynne</p>	<p>It was discussed if it is time to message the membership about the current financial situation and if this should come from the President and the Executive Director. Multiple Board members believed that this it is important to let the membership know but the way it is framed is important and how it is delivered. Gwynne and Brian will schedule a time to have a discussion with the fundraising consultant for a recommendation on how best to approach the situation.</p> <p>It was stated that the organization needs to move towards a culture of philanthropy. Need people who want to support the organization and the Executive Director needs to have the time to focus on fundraising.</p> <p>Pinning down dates for board meetings for next several months was discussed. Brian will do a doodle poll to try to find a common hour in our schedules.</p> <p>Gwynne will be present at every committee meeting tomorrow. Action items and work plans will be covered. Fundraising and 50th Anniversary will not be meeting tomorrow because they have been meeting regularly. Program Committee, Executive Committee, and Finance Committee will be meeting.</p> <p>Andrew was invited to join the Executive Committee meeting to discuss matters relating to the NEC.</p> <p>The Executive Director and President gave closing remarks and asked for any final words before adjourning. The Board was thanked for their attendance.</p>

Meeting adjourned: 5:09pm

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.