

AAW Board Teleconference Call
Wednesday, December 15, 2010
6PM CDT

Roll Call - All board members were present. Also on the call: Interim Executive Director Linda Tacke, Incoming AAW Executive Director Cindy Bowden, Incoming board member Stan Wellborn, Incoming board member Botho von Hampeln, Webmaster Ed Davidson, Editor Betty Scarpino, Office Coordinator Linda Ferber, and Executive Assistant Caroline Lindval.

Approval of agenda – There were no objections or changes to the published agenda.

Approval of minutes from the last board meeting – October 29-31, 2010

Jean LeGwin made a motion to accept the October 29-31, 2010 board meeting minutes as written. Dale Larson seconded the motion. A voice vote was taken. All in favor. Motion carried unanimously.

Bylaws Report —Dale Larson

Changes to the Bylaws – Dale recapped his written report and the approval process. Voting to accept or reject the revised by-laws will be online and paper ballots by request from 2/1/11–3/31/11. It will be a yes or no vote on the entire package, with discussions to follow later.

Financial Report —Warren Carpenter

Warren referred everyone to the emailed reports. When YTD budget are compared to actual we're showing an operational balance of \$43,168. For restricted funds we are showing an \$11,000 gain. Warren answered all questions.

Linda Tacke mentioned that AAW will receive some restricted grant revenue from the MN State Arts Board next year.

2011 Actual Budget—Warren Carpenter

Warren said this is the same budget that he presented to the board last October, with a very small revision in salaries.

Warren Carpenter made a motion that the board accept the 2011 budget as proposed. Jean LeGwin seconded the motion. A voice vote was taken. All in favor. Motion carried unanimously.

Warren noted that there needs to be additional work on sorting out the restricted and operating funds from the previous bookkeeping system. He and Cindy Bowden will undertake that during 2011.

Symposium Update —Dale Larson

Dale reported that Phil Pratt has done a lot of good work on creating a promotional video for Saint Paul. Stan Wellborn and Phil will work on a draft script. The goal is to have a rough video prepared by early to mid-January.

Rex Birmingham has been asked to join the symposium planning committee. Deryl Duer will be working with the cameras for the symposium.

Hotel update: To date we have 71% of the Crowne Plaza filled and 3% at the Hilton.

Banquet contract: The banquet will be held at the Crowne Plaza.

San Jose Hotel Contract—Dale Larson

Dale sent this report to the Board this afternoon for them to read and we should have signed contracts by next week for San Jose. Dale's available for any questions.

REPORTS

Membership Report —Membership will be near 14,000 by year-end and renewals should exceed last year's before January. There are 235 on-line only members to date.

Website Report—Ed Davidson

Ed recapped the Google grant the AAW received. We've got 12 different ads running and over 1200 different combinations of ad search keywords to encourage people to visit our website. 300–500 site visits per day are generated by the Google Adwords campaign, which has an advertising value of approximately \$12,000 per month.

Staff Reports

Tib Shaw– Tib is recruiting interns for gallery assistance. AAW was awarded a Cultural Star Grant for \$10,000.

Linda Ferber– The office has adopted Constant Comment as communication software and expects it will improve the distribution of information to the membership and coordination for demonstrator's contract and information.

Caroline Lindval has been documenting office procedures, particularly those of the part-time staff.

Editor's Report – Betty Scarpino called the board's attention to the Journal submission calendar she created and distributed. She asked everyone to let her know of any additions to it. Cindy will be working on improving advertising revenues beginning in January.

Director's Introductory Reports for Cindy —Dale Larson

Dale suggested that the board send Cindy information on their individual AAW activities familiarize herself with the various committees and board members participation in them.

UNFINISHED BUSINESS

John Hill's Request to Revisit the Proposal by Liberty Mutual—Per Tom, John Hill has asked that we reconsider the proposal he previously submitted to the board. This topic was discussed at length during the previous board meeting and it was decided that adopting John's proposal as written would violate our members privacy policy. **Kurt Hertzog made a motion that we abide by our privacy policy as written. J Paul Fennell seconded the motion. There was some further discussion. A voice vote was taken. All were in favor. Motion carried unanimously.**

Publishing the election results discussion – Malcolm Zander

Malcolm's recommendation was to publish the total % of votes cast, but not the individual tallies, so as not to embarrass those with few votes. Dale will bring proposed policy changes to the board in January.

Website—Cindy met with Kurt and Tom and discussed possibilities for updating the AAW website.

NEW BUSINESS

Linking Symposium Registration to Hotel Reservations - Cindy said we'll be working on symposium registration and there will be updates to show everyone during the January board meeting.

Revised AAW Logo – Binh Pho

Binh brought up the possibility of redesigning the AAW logo to celebrate the 25th year. This was tabled and will be discussed during the January meeting.

Auditor Costs for next year. Linda Tacke said she got auditing firm cost estimates from Harrington Langer that are very close to last year's numbers. Her recommendation is to engage them for one more year, and then get bids for the following year from other firms as well as Harrington Langer. **Dale Larson made a motion that the AAW hire Harrington Langer for one more year. Warren Carpenter seconded the motion. A voice vote Motion carried unanimously.**

Insurance — Linda Tacke

Linda Tacke suggested that AAW add employment practices to directors/officers liability insurance for the Executive Director's section. She will discuss this with John Hill.

Next Board meeting: January 14-16, 2010 in Saint Paul, MN.

The meeting will begin Friday morning at 8:30 at the AAW office on January 14, 2011 and we'll adjourn at noon on Sunday Jan 16, 2011.

Warren made a motion to adjourn the meeting. Malcolm Zander seconded the motion. A voice vote was taken. All were in favor. Motion carried unanimously. Meeting adjourned at 7:30PM CDT.