

AAW Board Meeting

Teleconference

November 12, 2012

Call to Order

Dale Larson called the meeting to order at 6:01 CST. The following Board members were present: Warren Carpenter, Botho von Hampeln, Kurt Hertzog, Dale Larson, Jean LeGwin, Binh Pho, Cassandra Speier, and Stan Wellborn. Also present were: Phil McDonald, Linda Ferber, Betty Scarpino, and Rob Wallace. Tom Wirsing and Lew Williams were not present.

Approval of the Minutes

The September Board minutes were approved as written.

2013 Budget Discussion

Phil gave an overview of the budgeting process. He commented that planning has been made more difficult because historical financials are unreliable. Reworking the 2013 budget has resulted in a net positive gain versus a loss that was projected earlier in the month. Updated symposium attendance and revenue targets are the factors contributing to the shift.

The 2012 Journal budget is expected to be within \$5,000 + or – the forecast budget. 2013 Journal budget increases are related to inflationary costs—approximately 3% for printing, approximately 3% for postage and small increases for design fees. The proposed assistant editorial fee will be subject to review.

Board members raised a number of questions about the symposium budget including the demonstrator payments and the possibility of paying different compensations for the different level of demonstrators.

There was a discussion of expenses related to the St. Paul gallery. Phil explained that a portion of the gallery expenses are offset by current grants from the MNSAB and that we should anticipate being awarded an additional grant in 2014. Some of the grant money is also being used to offset existing operational/administrative expenses.

Phil mentioned that the office is pursuing all grant opportunities and is beginning a search for a grant writer.

Major Program Policy Discussion

SOFA—There was a general discussion of the pros and cons of AAW having a booth at SOFA Chicago and holding our Board meetings at the SOFA venue during the event. The expense to curate and mount an exhibition at SOFA is estimated to be about \$18,000. The benefit of an AAW presence at SOFA is to raise the awareness of wood art among collectors of high-end craft and to promote our professional members and collectors of woodturning. With the demise of del Mano gallery an AAW presence is even more important to educating the craft world about wood art. If AAW decides not to attend, we would be giving up our position with the SOFA organizers who offer AAW and several other non-profits a free space every other year on a rotating basis and there is a good chance that AAW would not be able to get back onto the list of invited organizations for some time. After a discussion, there was a unanimous vote to not have the November Board meeting at SOFA Chicago, and to remove the SOFA exhibition from the budget for now. A further discussion of the exhibition will be held at the January meeting.

Membership Resource Directory—The Resource Directory is due to be printed in 2013. There was a general discussion about the possibility of postponing printing for another year. Phil has been advised by Pierre Productions that many non-profits are discontinuing the printing of membership directories. Most Board members felt that there is still value to having a print directory and that since it has been advertised as a member benefit, we should not abandon it at this time. Ad sales

will defer some of the cost of printing. After a lengthy discussion, there was a unanimous decision to print the Resource Directory in 2013.

Journal—There was a general discussion about ways to trim the Journal budget such as reducing the number of issues per year and/or reducing the number of pages per issue. Jean and Phil were tasked with studying the implications of any action and reporting back to the Board at the November 26 meeting.

St Paul Gallery—Phil intends to continue the gallery operations and leverage the aid in grants that we receive for the gallery for the time being. Should AAW not receive the next MNSAB grant, he will revisit the question. He intends to seek a volunteer for grant writing, or if that fails, to seek an individual who will do grant writing on commission. After a discussion of the options, the Board decided to postpone a decision on the gallery until we know if the MNSAB grant will be awarded to AAW.

Membership dues—A discussion of membership dues will be put on the June agenda. It is important to stabilize benefits before considering any increase.

Symposium—

There will be 13 demonstration rooms in Tampa and the Board agreed to a \$25.00 increase in the symposium registration fee.

Social Hour—There will be a social hour prior to the banquet only if there is no additional charge from the venue or if there is a sponsor for the event.

Handout Handbook—The symposium handbook will have a set budget and Phil and Sharon will allocate pages as needed.

Local Chapter Proceeds—Kurt will investigate ways to make the distribution of funds to the local chapters fair and predictable. One possibility is to limit local chapter proceeds up to a set amount perhaps linked to raffle sales.

Demonstration Dinner—The Board decided to limit the invitation to the demonstrator's dinner to only the demonstrator. Any additional meals will be an additional charge to the demonstrator.

Vendors—Phil intends to contact and invite all past vendors to participate in the Tampa trade show. Kurt suggested that we provide volunteers to help vendors with loading and unloading. He would also like to have a vendor meeting Sunday morning prior to opening so they can share their thoughts and concerns. Byron Rosbrugh will be seeking sponsors for free coffee for the vendors and a sponsor for the Sunday meeting.

Membership Incentives and Discounts

Phil asked for and received permission to have flexibility in establishing incentives and discounts for membership programs.

New Spending

Website Project—Phil reported that approximately \$75,000 will be required to get what we need for the new website. He does not recommend this as a budget item at this time, but he will revisit the issue with possible ways to finance the project.

Digital Editions of American Woodturner—Digital editions of the Journal have the potential to generate revenue either as a premium to members or as sales to non-members. There are some upfront costs associated with creating an app and having the printer reformat issues for download. Jean and Phil will write a report for the Board.

Journal-to-Books—Creating books for on-demand publication from journal archive material is a way to repurpose journal content and generate revenue from sales to our members and the general public. The books may be a way to bring in new members as well as increasing visibility of the AAW brand. Jean and Phil will prepare a report to the Board.

Woodturning FUNDamentals—Phil reported that to upgrade the overall quality and broaden the content by changing the process of how material is received and reviewed would cost

approximately \$20,000 to \$25,000 per year in additional budget. Phil recommends that we do not proceed with any changes at this time.

EOG—It was decided that the finds for the 2013 EOG awards will be \$35,000.

Kurt Hertzog moved to adjourn the meeting at 6:19 PM CST. Stan Wellborn seconded. Motion carried unanimously.

Teleconference November 26, 2012

Call to Order

Dale Larson called the meeting to order at 6:09 PM CST. The following Board members were present: Dale Larson, Warren Carpenter, Jean LeGwin, Both von Hempeln, Binh Pho, Stan Wellborn, Kurt Hertzog, Lou Williams, and Rob Wallace. Also present were Phil McDonlad, Betty Scarpino, and Linda Ferber. Cassandra Speier was not present.

October Budget Report—Phil

Phil presented a review of the October budget report. There is a significant revenue variance caused by the difficulty of predicting dues revenue due to changing models and unreliable past records.

ED Report—Phil

Insurance Rebid—Phil reported that a new insurance agent has been engaged and we should have results from him shortly. David Morris is handling any queries that are coming in. Phil expects the new premium to remain approximately the same as it was with the previous provider.

Website RFP—There are six viable proposals on the short list. Phil has or will be in touch with each to discuss the possibility of putting the project on hold until funds are available. Phil is actively looking for a grant writer (from the membership or elsewhere) who can help find funding for this project.

Journals to Schools—For the past year AAW has been providing complimentary issues of the Journal to six woodturning schools. When polled, each expressed their willingness to continue the program. The program will tailor number of copies to the activity level at various times of the year. Tom Wirsing suggested that we add North Bennett Street School to the list.

Tampa EOG—Phil reported on his findings about the possibility of having a live online auction. The capabilities are available to have a live auction, however costs will be approximately \$5000 minimum. Binh suggested Phil look into SalesRoom.com

2013 Budget

Warren presented the Finance Committee's report on the proposed 2013 budget.

Motion to approve the 2013 budget (with the change noted on the Journal budget*). Motion carried unanimously.

* Publications will determine how to allocate the Journal budget.

Sandi will prepare a new policy procedure for the Finance Committee.

Tampa Video

The new video system was sent to Ron Browning and he is preparing a video on setup and procedures to facilitate the process in Tampa.

Collectors, Galleries, and Museums in Tampa

Malcolm Zander and J. Paul Fennell prepared a report on their efforts to solicit participation in Tampa. Phil will coordinate emails and hard copy letters to museums and collectors.

2013 Fundraising

Byron Rosbrugh prepared a report on fundraising ideas for Tampa. He envisions a wide range of opportunities for fundraising efforts including the lathe raffle, chapter challenges, and other member incentives.

Election of Nominating Chair for 2013—Sandi

Jean LeGwin made a motion to elect Binh Pho as Nominating Chair for 2013.

Stan Wellborn seconded. Motion carried unanimously.

Board of Advisors for 2013—Dale

Dale asked Jean and Warren if they would be willing to serve on the Board of Advisors for 2013, and both accepted. Dale also suggested that the five existing advisors be retained.

Tom moved to retain the current Board of Advisors (J. Paul Fennel, Al Hockenbury, John Hill, David Wahl, and Malcolm Zander) and add Jean LeGwin and Warren Carpenter.

Stan Wellborn seconded. Motion passed unanimously.

Board Positions for 2013

The Nominating Committee presented the following slate of Board officers:

President—Dale Larson

Vice President—Kurt Hertzog

Treasurer—Cassandra Speier

Secretary—Stan Wellborn

Warren Carpenter moved the Board close the floor for nominations and accept the slate as presented.

Both seconded. Motion passed unanimously.

Unfinished Business

Binh presented the POP Committee report to the Board. POP has decided not to have an auction for 2013, but to have an exhibition instead. If exhibition sales are not good, then POP will have little to no operating funds, and will need to find funding to continue.

New Business

Dale expressed appreciation and thanks to Jean and Warren for their service on the AAW Board.

Jean and Warren moved to adjourn at 7:21 PM CST. Stan Wellborn seconded. Motion carried unanimously.