

American Association of Woodturners

Board Meeting

May 13, 2013

Call to Order

A regular meeting of the AAW Board of Directors convened by teleconference at 6 p.m. central time, May 13, 2013, Board President Dale Larson presiding. Other participating Board members included Binh Pho, Stan Wellborn, Tom Wirsing, Rob Wallace, Botho von Hampeln, and Lou Williams. Joining the call were Phil McDonald, Betty Scarpino, Linda Ferber, and Gail Olmsted of Complete Conference Coordinators.

Approval of Minutes

April meeting minutes were approved as submitted and will be posted on the website.

Symposium Update

Hotel bookings are almost sold out at the three conference hotels in Tampa. Vendor booths also have all been sold as expected, but more are available if needed. Binh confirmed that Fuller Craft Museum had been given a table in the vendor area.

Rob asked about plans to provide a safety advisory for each demonstrator, and Dale noted that all demonstrators have safety provisions mandated in their contract. Room monitors will be instructed to report any unsafe behavior by demonstrators.

Gail reported that the selection process was underway for the 2015 symposium. Sixteen cities are under consideration from New England and the Mid-Atlantic states to the upper Midwest, and a final selection will be made at the Tampa meeting.

Finance Committee Report on Budget

Phil provided a review of the 2013 budget, and noted that revenues are aligning well with expenses, in large part because of new and renewing memberships.

A total of 165 chapters have opted in to the main insurance liability policy offering, and an additional approximately 100 chapters have taken the \$425 policy. Their payments have nearly offset the unanticipated costs of the new policies. Phil will follow up with the remaining chapters to see where they are with insurance.

Journal revenues have been steadily increasing as advertising sales continue to rise. The June issue will contain nearly \$25,000 in ad sales.

Symposium registrations continue to lag behind previous years, and the early registration cutoff date has been extended to June 2. To date, 970 registrations have been received, and our target number is 1,450. Phil plans a renewed solicitation effort in cooperation with Florida chapters, and expects that registrations will rise closer to the symposium date.

Executive Director Report

The 2013 Resource Directory is on schedule to be printed and ready for distribution in mid-June. Advertising sales for the biennial Directory have exceeded projections, and a favorable printing contract has been negotiated with a Pennsylvania publisher. Approximately 6,500 members have requested a printed copy, and additional copies will be available for sale at the Tampa symposium. The Symposium Handbook also is in final preparation and on schedule.

Phil outlined three overriding priorities for the June Board meeting. They are:

- Hiring a consultant to advise on fundraising strategies
- Filling a full-time staff position to handle membership, product marketing, and outreach
- Contracting with a short-term consultant to seek out sales of sponsorships for the Phoenix symposium

Phil has identified a fundraising consultant based in Atlanta with experience in development in the art and craft markets, including work with the American Crafts Council. Phil would like to retain his services under a consulting contract to explore new fundraising opportunities for AAW. That would require a budget adjustment to cover contract costs.

To allow for this adjustment, Rob moved “to reallocate available funds within the existing budget to provide needed compensation for a fundraising consultant contract.” Botho seconded.

In discussion, Binh asked whether AAW would eventually require the added “bench strength” of a full-time fundraising employee. Phil agreed that in the longer term that position would be needed, but for now a part-time consultant would be adequate. After discussion, the motion passed unanimously.

Phil plans to prepare a more complete presentation for the marketing position and the symposium consultant at the June Board meeting.

Phil also noted that the status of the EOG auction was on hold as the office has focused on direct sales of POP turnings. He has identified a service that can install a system for an online auction, which would allow interested parties who are not physically at the symposium to participate in the bidding. The setup costs of this service total around \$5,000, and Phil suggested that symposium planners in Florida suggested that they could provide local streaming of the auction to permit online bidding at a lower cost.

Binh encouraged Phil to go ahead with the implementation of the online auction, asserting that it could bring in more bidding and revenues that might cover the additional costs of the computerized auction. Other Board members believed that it was probably too late this year to generate the interest that would be needed to bring online bidders into the process. After discussion, the consensus was to explore local streaming of the auction and consider a more robust process at future symposiums.

On Tuesday May 14, Dale notified the Board that the issue of the online webcast of the EOG auction had been voted on previously by the Board. The Board approved \$5000 for the live webcast with the costs of the webcast to come out of the EOG proceeds. Because this was a decided issue, and lacking a motion from the winning side of the issue to reconsider, the original vote of the board stands. Dale notified the Executive Director to proceed with the live webcast of the auction.

With regard to fundraising, Binh suggested that AAW should begin the process of estate planning with collectors and other individuals who might leave bequests to the organization. Phil agreed that would be part of the work of the proposed consultant and the Fundraising Committee.

Annual Chapter Officer Meeting Agenda

Lou presented the plans for the annual meeting of chapter officers with the Board in Tampa. This year, an extended session will be held to allow presentations on fundraising and communications strategies as well as ample time for give-and-take between chapter officers and AAW officers. An online survey will be disseminated to chapter presidents in advance of the symposium, and Lou will present findings of the survey at the meeting.

Nominating Committee

Nine potential candidates will be screened by the committee in coming weeks to eventually select six for nomination.

Unfinished Business

The Ethics Committee will select a new chair in the next few weeks. Binh reported that committee members had raised a question for consideration: "What is the committee's response if the Board overrides a recommendation by the committee, particularly if it involves a Board member or members?" Dale suggested that the issue be considered by the Board at the June meeting, and may require clarification in the Policies and Procedures Manual.

Future Meetings

Board meetings will convene in Tampa on June 25 and 26 and conclude on July 1. There will be no meeting in July. Next meeting will be by teleconference on August 19. The annual winter meeting will take place January 22-26 in Phoenix.

Adjournment

The Board meeting adjourned at 7:25 p.m. central time.

Respectfully submitted,
Stan Wellborn, AAW Secretary