

American Association of Woodturners

Board Meeting
September 23, 2013

Call to Order

A regular meeting of the AAW Board of Directors convened by teleconference at 6:05 p.m. CDT September 23, 2013, Board President Dale Larson presiding. The following board members also participated: Cassandra Speier, Kurt Hertzog, Binh Pho, Tom Wirsing, Botho von Hampeln, Rob Wallace and Lou Williams (joining the meeting at 6:07). Joining the call were Phil McDonald, Betty Scarpino and Linda Ferber. Stan Wellborn was not able to join the meeting due to travel schedule.

Approval of Minutes

Minutes of the August meeting were approved as submitted, and will be posted to the AAW website.

Finance Committee Report on August Budget

Phil reported that the 2013 budget is progressing on track with the budget plan. We expect to end the year with a net gain above \$100k, consistent with the budget plan. He reported that our cash balance forecasting capabilities are continuing to improve. He is beginning to prepare the budget planning materials for next year.

Phil noted that we have purchased the new association membership system and will expect to incur about \$4,000 in actual expense in the current year budget to accomplish this. Phil reported that among many benefits of the new system, we will have a more favorable credit card processing terms and the savings will offset the expected annual costs of the new membership system. Nearly all receivables and payables for the Tampa symposium have been recorded. The symposium will finish with a net gain somewhere between \$45k and \$50k.

Sandy reported that the Finance Committee has reviewed the funding request put forward by Binh to complete the Giles video project. The Finance Committee recommended that this expense request be incorporated with other new spending proposals for board consideration as part of the 2014 budget process. Binh agreed to provide additional details and a refined estimate of the project costs.

Executive Director Report

Phil reviewed several key areas contained in his monthly board report. The following resolution was presented for board approval:

Charitable Organization Annual Report Resolution

RESOLVED, that the corporation hereby does state and acknowledge that the information required by, and supplied on the 2012 Minnesota charitable organization annual report form is true, correct and complete to the best of our knowledge.

FURTHER RESOLVED, that the AAW office be, and hereby is, authorized to execute and to take such other action, as shall be deemed necessary to fulfill the foregoing resolution.

Purpose

Minnesota law requires charitable organizations that solicit or intend to solicit contributions in excess of \$25,000 a year file an annual report with the Minnesota Attorney General. This annual report is compiled by our auditor. The reporting requirements of the Minnesota Attorney General's office stipulate a Board resolution to authorize approval of the report contents.

A vote was taken to approve the resolution, motion passed unanimously.

The software product from *yourmembership.com* was selected to be our replacement association management software system. In the evaluation of alternatives, we first ensured critical features present in our existing database would be retained. We also evaluated features not currently available to us but present in the new systems. Phil outlined a number of new features including better reporting tools, automated QuickBooks processing and member communication tools. The project is expected to take up to 90 days to plan and implement before going live. Phil noted that this project will involve some significant process redesign and will be a consuming effort for the office over the remainder of the year.

Phil asked for ideas from the board for making available the blue Powermatic lathe that was donated back to us by the Tampa raffle winner. There was discussion about a raffle, a drawing among all new and renewed memberships, and using it as an incentive for chapters who support our membership campaign. The board directed Phil to determine the best alternative.

Phil described the upcoming 2014 budget planning process. He provided a schedule of activities leading up to the November board meetings. By October 8th, he will send the Finance Committee the initial draft baseline budget packet with all underlying expense and revenue assumptions. New spending requests will be incorporated into the planning process for discussion and approval by the board in November. Phil requested that any new proposals be forwarded to him prior to October 8th.

Phil, Kurt and Gail Olmsted will travel to Phoenix the week of September 23rd to finalize site service contracts and to meet with the local liaisons.

The new office Marketing and Communication Director position has been posted. Approximately 20 applications were received in the first week. Interviews Phil will schedule phone interviews with plans to have person in place by November.

Symposium Committee Report

Kurt summarized a number of symposium planning updates from his report to the board. The feedback from attendees at Tampa is being used to guide discussion for improvements in Phoenix. Revising show hours, demo block scheduling, new schedules for the auctions, more social time for networking, whether to hold the traditional banquet, and the opportunities gained by the new EOG exhibit are under review. Dale will have this topic on the agenda for November meeting. Rob will have the safety committee recommendations prepared for the November meeting. Based on the feedback obtained from Tampa, the board will review and modify as necessary our standard expectations for symposium safety practices by demonstrators and exhibitors.

Unfinished Business

Binh presented a report on the proposed Jewelry exhibit in Phoenix. It will provide an opportunity to showcase woodturning beyond the bowl and vessel. It will inspire members to reach out to artists in other media for collaboration demonstrating the potential for other art forms with woodturning. Jewelry has been a stable revenue source at galleries and craft shows even during the financial downturn. This show will be a trial event to gauge interest and profitability. To make it simple and save cost it will be an invitation-only. Input will be sought from many to invite 15–20 jewelry makers to produce a show of roughly 100 pieces. The exhibit will be managed by Riley Galleries.

Rob Wallace made a motion to proceed with the proposal to implement the jewelry exhibition and sales. Botho seconded the motion. Motion carried and accepted. Binh will report progress to the Board at the November meeting.

Binh provided an update report on SOFA planning. The SOFA essay has been posted. The 4 galleries representing the artists in AAW exhibit agree to share 20% of the sale price to AAW to offset the exhibition expenses. If expenses are not met, Binh and Dale will cover the expenses.

EOG auction update: the Collectors of Wood Art have provided four volunteer jurors for the EOG auction. Arthur and Jane Mason (Major collector and AAW lifetime members award winners, Collectors of Wood Art lifetime achievement award winners), JoAnn Edwards, (Major collector and director Museum of Craft and Design San Francisco) and Mary Ann Hruska (Major collector and former president of Arrowmont Board of Directors.)

We would like to reserve the right to add up to five pieces if quality pieces show up onsite. We will have a professional clerk onsite from the auction company so there should be no technical issues preventing accepting late additions. We may decide that 65 pieces might be too many. As an example, 27 pieces were sold in one hour during the recent Great Britain Woodturners online auction. We will revisit the EOG auction process for the November board meeting.

The Ethics committee has not selected new chair. They are setting up the conference call in the next 2 weeks to make this selection. The Ethics committee will report to the board prior to the November board meeting to announce the new chair and to address a possible policy recommendation for how to deal with any ethics violations that rise in the future concerning the conduct of the board itself.

A decision concerning the status of the Permanent Collection will be on the November board meeting agenda. It was requested that the office furnish to the board members the inventory and photos of the pieces in the collection. Phil indicated the time commitment involved but agreed to make the best effort to prioritize documenting as much of the collection as possible.

New Business

Binh presented an idea brought forward from Tib Shaw. If it is possible for a secondary market pieces to be sold at the AAW auction: If possible would a collector that donates a piece to the auction take it as tax write off. Phil indicated that he would consult with the Collectors of Wood Art.

Phil reported that the 2014 John C. Campbell and Arrowmont Scholarship opportunity submissions have been slow. The next communication with the chapter leaders is being planned to include an additional mention of the scholarships, and there will be a notice in the October Journal. Both of these schools will require that the scholarship recipient pay an out-of-pocket deposit in advance. The Arrowmont deposit is not refundable.

By Monday, October 20th, we expect to know the results of the board election by our auditor. Dale will make the calls to inform the candidates. The new board-elects will be given the opportunity to participate in the November budget planning discussions.

Tom Wirsing made a motion to adjourn the meeting at 7:14