

American Association of Woodturners

Board Meeting

Wednesday July 20, 2016 - 6:00 p.m.

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened by teleconference at 6:02 p.m. central daylight time on Wednesday, July 20, 2016, with President Greg Schramek presiding.

Board members who participated were Jeff Brockett, Denis Delehanty, Joe Dickey, Kathleen Duncan, John Ellis, Wayne Furr, Art Liestman, and Louis Vadeboncoeur. Staff members who participated were Linda Ferber, Phil McDonald, Kim Rymer. Editor Josh Friend was absent.

APPROVAL OF MINUTES

The minutes of the June 7-13, 2016, Board meetings were reviewed. One minor change to the minutes was noted. Jeff Brockett made a motion to accept the minutes with the change. John Ellis seconded the motion, and the minutes were unanimously accepted.

FINANCE COMMITTEE REPORT

June Financial Reports

Joe Dickey summarized the June 2016 financial reports and noted the following points:

- Net income unadjusted year-to-date was \$283.4k, which is \$150k favorable to budget.
- The 2016 year-end forecast for net income is \$30.6k, which is \$1k favorable to budget.
- “Cash on Hand” at June 30, 2016 was \$639.7k.
- The year-end forecast for “Cash on Hand” is \$569k.

Membership acquisitions in June totaled 452, which was 48 below the 500 member target.

Greg Schramek noted that a Finance Committee member has raised concerns about the need for a new sales function to acquire new memberships. Greg indicated he will put the topic on the agenda for the August Board meeting.

EXECUTIVE DIRECTOR REPORT

Atlanta Symposium Key Indicators

Phil McDonald reviewed measures he considers key success indicators for the Symposium, as follows:

- Final Symposium attendance was 1,312, which is slightly less than the running average. Symposium attendance has plateaued in recent years.
- The number of dinner tickets sold totaled 719, which is consistent with the running average.
- The Symposium was delivered on budget. There is one remaining large payable and several outstanding receivables, which need to be included in the final accounting.

And Phil commented on several points from the online Attendee symposium feedback survey:

- The online survey received 545 responses, which is the highest participation since AAW began using the online survey.
- The overall approval rating as a proportion of combined Excellent/Very Good experience ratings in response to Question 1 is 88%. This compares with 88%, 91%, and 79% for Pittsburgh, Phoenix, and Tampa, respectively. The percentage rating their experience as Excellent was 44%, which is unchanged from last year.
- Slightly more than half of respondents indicated this was either their first or second Symposium, which is a consistent trend. 33% attended for the first time, which is slightly lower than in previous years.

Symposium Conference Management Services

Phil McDonald summarized the conference management services selection process, which consisted of three phases and involved a selection team. On behalf of the Conference Management Selection team, Jeff Brockett made the following motion for Board approval:

On the basis of the selection evaluation process that has been documented and presented, I make the motion that the AAW Board approve the contract with ConferenceDirect and allow the Executive Director to enter into a three-year contract with an option of two additional years with ConferenceDirect for the AAW Symposium conference coordination services. This motion comes with the concurrence of the Chair of the Symposium Committee, Chair of the Contracts Committee, and approval of the Contracts Committee.

Louis Vadeboncoeur seconded the motion, and discussions ensued. Each of the four members of the RFP evaluation team were asked for their assessments of the decision recommendation. A question and answer session ensued. The motion was unanimously approved by the Board.

Phil stated that he would advise Complete Conference Coordinators (CCC) and ConferenceDirect of the Board decision.

POSITIONING OVERSIGHT COMMITTEE REPORT

Louis Vadeboncoeur explained it's time to get back on track with Vision 2020 now that the Symposium is over. He suggested that progress should be tracked on a timeline for the coming year and provided highlights on progress, as follows:

- There are a number of Vision 2020 elements that can be addressed at the Symposium. Jeff Brockett will take these to the Symposium Planning Committee and determine how to integrate them into the Symposium agenda.
- Denis Delehanty has agreed to lead the Teachers project and will add the AAW Forum to his charge, including what can be done to improve it, attract more traffic, usability, etc.
- John Ellis has worked on learning strategies with priority on Beginning Turners. This will serve as a test case to develop additional learning strategies. Keywords, which are also being used in AAW Video Source, need to be developed for learning materials to get everything to work together. This is critical to moving the project downstream.

SYMPOSIUM YOUTH PROGRAM

Jeff Brockett asked the Board to reevaluate the Symposium Youth Program and its purpose. He asked if the goal is to 1) attract youth to woodturning, or 2) give away lathes. He reported that program struggles with providing enough volunteer one-on-one help. Jeff also noted that the program participation would diminish if no lathes were given away to youth. He suggested that one lathe be distributed through the Youth Program and the remainder be provided to the AAW Educational Opportunity Grant (EOG) program for distribution.

The Board agreed that the lathes distributed through the EOG for use in classrooms would positively impact a greater number of individuals.

There was discussion about who should be eligible to sponsor a child. Various ideas were expressed, including whether AAW should restrict the number of youth enrolled in the Youth Program based on the number of volunteer hours the sponsor agrees to volunteer to the program. Jeff indicated the present policy is that a sponsor is asked to volunteer for one rotation per child, but this has not been enforced.

Discussion ensued but no decisions were made by the Board. The topic will be revisited at a later Board meeting.

NUMBER OF LATHE-EQUIPPED ROOMS IN KANSAS CITY

Jeff Brockett explained that AAW needs to identify where it can save \$30k for the 2017 Symposium in Kansas City to stay on budget. He suggested reducing the number of demonstration rooms from 12 to 10. Jeff indicated that the AAW may be able to increase the size of some demonstration rooms.

Discussion followed and no opposition was expressed to Jeff's recommendation.

BOD ELECTION VOTING TRENDS AND LENGTH OF VOTING PERIOD

In follow-up to the July Board meeting, Jeff Brockett asked the Board to consider reducing the amount of time for Board voting, which would require a Bylaws change. He explained that last year, 70% of all votes were cast in the first three weeks, with only 3% per week after that, and 9% in the final week. Jeff noted that when the Bylaws were written, paper ballots were being used, which took more time to submit and tabulate. He also suggested adding a week of early voting during Symposium week.

John Ellis stated that a week of early voting during Symposium week might skew votes toward local candidates.

The topic will be placed on the agenda for the face-to-face November 2016 Board meeting.

UNFINISHED BUSINESS

The follow-up discussion about whether to amend the Bylaws to appoint a Board member "of need" to fulfill any expertise gaps was deferred to the face-to-face November 2016 Board meeting.

NEW BUSINESS

None

UPCOMING MEETINGS

- August 17th - Teleconference
- September 14th - Teleconference
- October 19th - Teleconference
- November 12th, 13th (Saint Paul; Friday, 11/11 fly-in day)
- December 14th - Teleconference
- January 14th, 15th (Kansas City; Friday, 1/13 fly-in day)

All teleconference meetings are scheduled for 6:00 p.m. central time.

ADJOURNMENT

Jeff Brockett made a motion to adjourn the meeting. Denis Delehanty seconded the motion and the meeting concluded at 7:39 p.m. central daylight time, on Wednesday, July 20, 2016.

Respectfully submitted,

Kathleen Duncan, Secretary