

American Association of Woodturners

Board Meeting

Wednesday, July 19, 2017

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened by teleconference at 6:00 p.m. central daylight time, on Wednesday, July 19, 2017, with President Greg Schramek presiding.

Board members in attendance were Jeff Brockett, Joe Dickey, Kathleen Duncan, John Ellis, Wayne Furr, David Heim, Molly Winton, and Louis Vadeboncoeur. Staff members present were Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend.

APPROVAL OF MINUTES

The minutes of the June 20, 21, and 26, 2017, Board meeting were reviewed. Jeff Brockett moved to accept the minutes, as presented. Molly Winton seconded the motion. Wayne Furr requested a correction to the “Changes to Board Election Voting Schedule” on page two, and the minutes were unanimously accepted with the correction.

FINANCE COMMITTEE REPORT

June 2017 Financial Reports

Joe Dickey summarized the June 2017 financial reports and noted the following points:

- Unadjusted net income as of June 30 was \$331.9k, which is \$188k favorable to budget.
- Adjusted net income as of June 31 was \$99.7k, which is \$63k favorable to budget.
- The year-end forecast for net income is \$66.7k, which is \$5.7k unfavorable to budget.
- June 30 “Cash on Hand” is \$720k.
- The year-end forecast for “Cash on Hand” is \$724k.

Joe reported forecasted symposium net income is improved from May to approximately \$42k. Both auctions generated lower revenues than budgeted (EOG actual \$56,150 vs. budget \$70,000; and POP actual \$43,475 vs. budget \$45,000). June membership acquisitions exceeded targets (actual 772 vs. target 540) due primarily to the 50% dues incentive promotion.

Phil McDonald stated approximately 85% of symposium expenses are known and that some smaller receivables and payables are still outstanding. He projects symposium financial net income of between \$42-50k.

EXECUTIVE DIRECTOR'S REPORT

50% Dues Incentive

Phil McDonald stated the 50% dues incentive generated nearly 900 new, discounted memberships. He expects a slowdown in memberships in July and possibly August. Phil indicated that for future budget development a conservative 50% retention rate likely will be applied to projections for the incentive group. The incentive group is not anticipated to offer the same longevity as has been experienced with the present membership retention rate of 85%.

Phil described the new member onboarding process and renewal messaging process aimed at engaging and retaining members. He noted that a specific renewal messaging plan for the incentive group has not yet been formulated, but will be targeted through specific messaging for those who are beginners in the 34-54 age range, which have a higher than average expiration rate.

Kansas City Symposium Attendee Feedback

Phil indicated that in a comparison of symposium approval ratings obtained through the attendee survey, the overall experience ratings improved over Atlanta in all categories with the exception of food related experiences. He noted that a majority of attendees reported driving to Kansas City, and with a substantial majority rooming at the host hotel.

Jeff Brockett explained that AAW obtained valuable data from the survey. He said the positives were:

- 1) Detailed planning upfront enabled AAW to create scope documents;
- 2) Effective expense control (AV budget, demo room reductions); and,
- 3) Venue size offered a more compact footprint onsite and outside.

Jeff also noted the following opportunities:

- 1) Food service;
- 2) AV contractor response may have hindered quality in some rooms;
- 3) Create a detailed RFP for contractors to give AAW precisely the information it needs;
- 4) Issues with some of the wood supplied;
- 5) Re-envision Saturday evening;
- 6) Review vendor hours;
- 7) Reevaluate member meeting and chapters meeting;
- 8) Assess AV equipment needs (some equipment is fully depreciated and/or outdated);
- 9) Revisit trade show hours (there will be fewer exhibitors in Portland); and,
- 10) Review demonstrator compensation (it has not increased in four years).

Phil explained that the Saturday evening experience has never been highly rated by attendees. There are plans to explore returning to a plated meal but also to consider other options. General assembly schedules and presentation themes will be reviewed. The recognition of influential and aging members is very important to some attendees.

Board Election Process

Phil reported that the auditor will provide “ballots cast” numbers upon request.

POP COMMITTEE POLICY

Greg Schramek reported that he received a point-by-point response from David Ellsworth and Barbara Crockett on the Board’s draft of a revised policy to improve transparency of the POP Committee operations. A final draft of the revised policy will be presented to the POP co-chairs and the final policy will be brought back for Board approval in August.

Molly Winton described each of David’s and Barbara’s points. The Board deliberated and formulated a reply for each.

Greg Schramek indicated that Board members should forward any additional concerns and comments on the topic to Molly within the next five days (by Monday July 24). He explained that a final draft of the revised policy will be presented to David and Barbara via conference call along with a written document.

UNFINISHED BUSINESS

Collectors of Wood Art and Secondary Market Discussions

Greg Schramek suggested that the discussions about 1) Collectors of Wood Art; and, 2) Secondary Market (John Hill and Steve Keeble); both be deferred since the Board will finalize the revised POP policy first.

Fractal Burning

The Board revisited the topic of fractal burning due to a recent YouTube video endorsing the practice. It was determined that no statements by the AAW should be made on the topic until the Board can assess the reaction to the article introducing the AAW’s policy on the practice in the August 2017 issue of *American Woodturner*.

NEW BUSINESS

November Board Meeting

Jeff Brockett urged Board members to book flights ASAP for the November Board meeting in St. Paul. He noted that flights are going fast and there are almost no discounted flights remaining.

UPCOMING MEETINGS

- August 23 - Teleconference
- September 20 - Teleconference
- October 18 - Teleconference
- November 18 and 19 in St. Paul
- December 13 - Teleconference
- January 20-21 (face-to-face, January 19 fly-in date)

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

ADJOURNMENT

Jeff Brockett made a motion to adjourn the meeting. Molly Winton seconded the motion and the meeting concluded at 7:19 p.m. central daylight time, on Wednesday, July 19, 2017.

Respectfully submitted,

Kathleen Duncan, Secretary