

American Association of Woodturners
Board Meeting
Saturday & Sunday, November 18-19, 2017

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at Landmark Center in St. Paul, Minnesota, on Saturday, November 18, 2017, at 8:30 a.m., with President Greg Schramek presiding.

Board members present were Jeff Brockett, Joe Dickey, Kathleen Duncan, John Ellis, Wayne Furr, David Heim, Louis Vadeboncoeur, and Molly Winton. Board member elect Rick Baker was also in attendance, as were Editor Josh Friend, and staff members Linda Ferber, Phil McDonald, and Kim Rymer.

APPROVAL OF MINUTES

The minutes of the October 18, 2017, Board meeting were reviewed. Jeff Brockett moved to approve the minutes. David Heim seconded the motion and the minutes were unanimously approved, as presented.

FINANCE COMMITTEE REPORT

October 2017 Financial Reports

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

- Unadjusted net income as of October 31 was \$196.5k, \$104.0k favorable to budget.
- The year-end forecast for net income is \$106.1k, \$33.6k favorable to budget.
- The year-end forecast for "Cash on Hand" is \$717k.

Auditor

On behalf of the Finance Committee, Joe Dickey indicated that the independent auditor's report was approved and recommended that the Board approve the selection of the auditor firm for 2018.

Phil McDonald explained that an engagement letter has been solicited from Olsen Thielen & Co., Ltd., who has been auditing AAW for five years.

Molly Winton made a motion to retain the services of Olsen Thielen & Co., Ltd. for the 2018 year. John Ellis seconded the motion which was unanimously approved.

Minnesota Charitable Organization Annual Report

Phil McDonald explained that the Minnesota Charitable Solicitation Act, Minnesota Statutes chapter 309, requires charitable organizations that are registered to solicit contributions in Minnesota to submit an annual report to the Attorney General's Office. This report is prepared annually by AAW's independent auditors.

Joe Dickey asked the Board to approve the resolution to satisfy AAW's legal obligations under the statute.

Jeff Brockett made a motion to authorize the following resolution approving the contents of the Minnesota Charitable Organization Annual Report Form.

RESOLVED, that the corporation be, and hereby is, authorized to approve the contents of the 2017 Minnesota Charitable Organization Initial Registration and Annual Report Form.

FURTHER RESOLVED, that the AAW office be, and hereby is, authorized to consult with the AAW independent auditing firm to execute and to take such other action, as shall be deemed necessary to fulfill the foregoing resolutions.

David Heim seconded the motion which was unanimously approved.

2018 NEW SPENDING PROPOSALS

Woodturning FUNdamentals

Josh Friend described that the Woodturning FUNdamentals new spending proposal (on page 34 of the Board packet) is similar to the proposal he presented in June 2017. The \$20k outlay for 2018 involves shifting the digital publication from the AAW office to the AAW Editor's oversight thereby expanding the influence of the editor which will allow to hire a professional editor, and consolidate publications. He reported that AAW is a publisher of information and must make a commitment to being a publisher. Josh stated that his proposal frees up staff for other projects.

Kathleen Duncan made a motion to approve the Woodturning FUNdamentals new spending proposal. Molly Winton seconded the motion. Discussion followed.

Greg Schramek requested a motion to accept the proposal as stated in documentation:

IT IS RESOLVED that the new Woodturning Fundamentals concept as outlined in the proposal document presented for discussion at the November 18, 2017 board meeting, be accepted. Furthermore the editor is given the go-ahead to launch and implement the new Woodturning FUNdamentals editorial model.

Kathleen Duncan made a motion to amend the proposal as stated to include "not to exceed \$20k in the first year." Molly Winton seconded the motion and the vote on the amendment was unanimously approved.

IT IS RESOLVED that the new Woodturning Fundamentals concept as outlined in the proposal document presented for discussion at the November 18, 2017 board meeting, be accepted. Furthermore the editor is given the go-ahead to launch and implement the new Woodturning FUNDamentals editorial model, not to exceed \$20k in the first year.

A vote was taken on the amended proposal, which resulted in eight “yea” votes and one “nay” vote. The motion passed with a majority vote.

POP Video Library

On behalf of the POP Committee, Molly Winton requested \$15k in 2018 to complete the POP Video Library project. The total project cost is anticipated to be \$25k.

David Heim made a motion to authorize the expenditure of \$8,550 of POP restricted funds already designated to the project and an additional amount not to exceed \$6,450 of POP restricted funds to complete the POP Video Library project.

Jeff Brockett seconded the motion which was unanimously approved.

WIT Committee

Kathleen Duncan reported that the AAW Women in Turning program restricted fund balance is \$31k. The WIT Committee is requesting a total allocation of \$14,850 for the 2018 budget. She noted that WIT events happen all over the country and that, although the WIT committee has been extremely active, it’s difficult to know how many women are joining AAW or chapters.

Phil McDonald stated that WIT has done a good job of creating awareness of woodturning among women. To successfully overcome barriers for women, he suggested programs that involving the chapters.

Greg Schramek noted that insurance may be an issue when events take place without going through a chapter.

Discussion ensued and covered whether the expenditures are made from the WIT restricted funds should be passed through grants to chapters, and whether those benefiting from the WIT funds should be required to be AAW members.

David Heim made a motion to approve the WIT expenditures outlined on page 26 of the Board packet). Wayne Furr seconded the motion which was unanimously approved.

2018 BASELINE BUDGET

Phil McDonald summarized the 2018 baseline budget proposal and underlying assumptions. Discussion followed. Final, formal budget approval will be sought at the December Board meeting.

CURRENT AND FUTURE SYMPOSIA

Portland

Registration

Phil McDonald reported that the member rate for the 2018 Symposium in Portland will be \$325 through June 3, 2018, and \$385 thereafter. After June 3, registrations will be taken onsite only. There will be a 2018 Symposium registration cancellation fee of \$75, except for medical reasons.

Dinner

He noted that the cost to AAW of providing plated dinner is about \$50. The price for attendees will be \$55, so any margin is very small.

Hotels

Phil McDonald provided the reminder that hotels will be relatively expensive in Portland for our group. There are two hotels under contract. The Doubletree by Hilton Portland is the host hotel and is .6 miles away. The lowest contract rates are \$179 for a queen room and all others are \$199, with \$20 for self-parking. AAW hopes to offer Max light rail passes. The overflow hotel is Courtyard (by Marriott) Portland Downtown Convention Center, which is a slightly shorter walk. Hotel rates are \$195 for all configurations and there is a cap on overnight parking at \$35. Phil noted that every room that AAW does not sell above 80% of our total 1783 room nights commitment, AAW must buy.

Demonstrations

Jeff Brockett explained that demonstrator contracts have been distributed. There are two unidentified demonstrators who will be known in December. Christian Burchard will be special presenter on Thursday night.

He noted that the light rail is convenient and safe and recommends that Board members take it from the airport to the hotel in January.

Jeff described the Convention Center layout and the configurations that will offer the most flexibility. He explained that there will be food kiosks in the Symposium areas and that there is a built-in food court in the Convention Center.

He alerted the Board to their 2018 Symposium assignments (on page 68 of the Board packet).

2019 Raleigh

Jeff Brockett stated the invited demonstrators have been identified but will not be announced until closer to June. He noted that the Symposium Committee is trying to find demonstrators who have not demonstrated the same content for some time. There will be 58 rotations and the Committee hopes to have more applications than in the past for selected demonstrators.

Jeff explained that Raleigh has a smaller downtown and AAW will “own” the convention center. He said early planning is well underway.

Site Search

Jeff Brockett explained that a decision was made a few years ago to change the site search model. The basis had been financial viability. If we picked the same spot for multiple years in a row, AAW would get the biggest cost break, but volunteers would get burnt out. If we consider three sites, every three years, you can contain cost increases. The Committee is currently searching for cities with no heavy union involvement. Going to the northeast is very expensive and there are labor unions present.

Phil McDonald noted that site decisions need to be made for 3-4 years out.

Interim Appraisal of Conference Direct

Phil McDonald told the Board that an interim appraisal for Conference Direct is included in the Board packet on Page 72. We are several months into the transition to the new conference manager, Noelle Grinley. Phil explained that Noelle has project management skills, and good ideas on how to align and organize subordinates.

VISION 2020

Oversight Committee Priorities

Phil McDonald explained that the Oversight Committee’s current priorities include: chapter video tips, demonstrator directory, master learning strategy, self-guided learning resource for demonstrators skills, demonstrator training at chapter mentor/teaching coaching, and support to chapters.

Membership Recruiting

Phil McDonald presented a new membership promotion for a three month trial membership for \$20 during which time members would get one printed copy the *American Woodturner* journal. After three months, they can renew for the remaining nine months for \$40.

Metrics

Phil McDonald presented selected online metrics for recently launched Vision 2020 product initiatives. He noted that the peaks and valleys are explainable. Phil asked the Board for questions that could be answered by metrics. He said that going forward AAW will rely on these metrics and will revisit the topic in January.

Learning Strategy

John Ellis explained that members want digital content and need to be able to access and find content. He suggested an alternative path to content by user group, which could supplement current access methods. John stated the other thrust is learning strategy through competencies. He called the Board's attention to a handout which offers a competencies based framework to support member needs.

Recruiting

Phil McDonald explained that the V2020 Recruiting team is beginning to look more closely at who buys *American Woodturner* journal from the newsstand. There are about 5,000 issues sold at newsstands each year. AAW would like to engage these readers by building relationships with external publishers. AAW will create content that is editable for placement in magazines. Additionally, a media kit will be prepared for local chapters for placement of articles in local newspapers. AAW is currently revisiting *American Woodturner* journal contracts with authors to make certain there is nothing that would preclude us from implementing this strategy.

IT Blueprint

Phil McDonald explained the core functionality needed for AAW's future technology blueprint:

- AMS (membership data)
- CMS (webpages)
- Membership processing (new and renewals)
- Membership profile
- Membership reporting
- Symposium registration processing
- Merchandise sales
- Credit card processing and accounting interface

He noted that AAW has used its existing membership administration and website platform for five years. Phil stated that our digital content strategy makes AAW unique from other website administrators. AAW needs a solution that allows integration of all our properties. Currently, we are working within the limitations of a system that lacks functionality. Phil envisions the steps of the process as follows: 1) AMS discovery (IMiS was recommended by Electric Citizen), 2) develop scope and specifications, 3) need a financing plan and the Board needs to commit to proceed, 4) RFP process to the community, and 5) firm bid and design proposal.

Phil stated that the cost estimate is \$70k per year (net of current YM AMS license expense). He explained financial model assumptions and how to potentially leverage various contributory sources for this purpose.

NEW BOARD MEMBER INFORMATION PACKETS

David Heim explained that he and Wayne Furr collaborated to provide vetted Board candidates a primer of who the Board is, what the Board does, what they can and cannot do as Board candidates, etc. (A draft of the information is in the Board packet beginning on page 87.) He noted that it is a work in progress, and asked for corrections and suggestions.

ROBERTS RULES OF ORDER

Wayne Furr explained that he has joined the Oklahoma parliamentarians group to keep in the loop on parliamentary procedure. He distributed a yellow book, “Roberts Rules of Order Newly Revised in Brief” to each Board member. Wayne noted that misconceptions have become common practice and encouraged Board members to read the book.

RECESS

The Board meeting recessed for the day at 4:38 p.m. on November 18, 2017.

CONTINUATION

The Board meeting continued on Sunday, November 18, 2017, at 8:00 a.m.

EXECUTIVE SESSION

An Executive Board session was convened from 8:07 a.m. to 8:59 a.m.

NOMINATING COMMITTEE

Election Results

On behalf of the Nominating Committee, Joe Dickey asked the Board for a motion to elect the following officers as recommended by the Nominating Committee for 2018.

- President-Greg Schramek
- Vice President-Jeff Brockett
- Treasurer-Joe Dickey
- Secretary-Kathleen Duncan

Wayne Furr made a motion to elect the officers as recommended by the Nominating Committee for 2018. David Heim seconded the motion which was unanimously approved.

2018 BOARD OF ADVISERS

Greg Schramek explained that the Board of Advisers lost Binh Pho and that he will not be replaced.

2018 COMMITTEE CHAIRS

Greg read the list of 2018 Committee Chairs, as follows:

- Vision 2020 Oversight: David Heim
- Women in Turning: Kathleen Duncan
- Endowment Trust: John Hill
- Contracts: John Ellis
- Bylaws and Policy: John Ellis
- Fundraising: Ken Ledeen
- Nominating: Kathleen Duncan
- Parliamentary: Wayne Furr
- Professional Outreach Program (POP):
 - David Ellsworth-Co Chair
 - Barbara Crockett-Co Chair
 - Molly Winton-Board Liaison
- Insurance Advisory: Joe Dickey
- Finance: Joe Dickey
- Turners Without Borders: Open
- Symposium: Jeff Brockett
 - Symposium Demonstrator Selection: Jeff Brockett
- Education Opportunity Grants: Molly Winton
- Ethics:
 - Denis Delahanty
 - Wayne Furr-Board Liaison
- Communications: David Heim
- Exhibitions: Tib Shaw
- Publications: David Heim
- Safety: Rick Baker
- Youth Program:
 - Kip Christensen-Chair
 - Rick Baker-Board Liaison

COMPLIANCE

Phil McDonald explained that all Board members must sign a conflict of interest statement and ethics policy annually. Additionally, the ethics policy must be signed by all committee members.

HONORARY LIFETIME MEMBER SELECTION

Several names were present for Honorary Lifetime Member. There was considerable discussion. The criteria for receiving the award were read aloud.

Kathleen Duncan made a motion to nominate an individual for 2018 Honorary Lifetime Member status. Jeff Brockett seconded the motion which was unanimously approved.

POLICY HANDBOOK

Phil McDonald informed the Board that he sent them the most current policy handbook. While much of it needs to be updated, he asked Board members to notify him of any egregious errors, omissions, etc.

Greg Schramek asked that each Committee Chair review their respective sections of the policy handbook.

REGIONAL SYMPOSIUM SCHEDULE

Greg Schramek called Board attention to a list of regional symposia (on page 79 of the Board packet). In January, he would like to revisit the list and determine which Board members will attend each symposia.

UNFINISHED BUSINESS

Symposium Sunday Arrival

Greg Schramek reported that Board members must arrive on Sunday, June 10, 2018, for the Portland Symposium.

NEW BUSINESS

Symposium Members Meeting and Officers Meeting

Jeff Brockett explained that the symposium members meetings and officers meetings have been poorly attended. He suggests combining the meetings into one, which would open up a space on the agenda.

Discussion followed and included finding a time that would be least impactful to the schedule.

Merit Award

Molly Winton explained that the POP Committee wants their Merit Award be an annual award due to aging of members.

Discussion followed. Questions raised included: 1) How will POP will ensure staff support by the POP Committee? and, 2) What cost is involved and will it be born with POP funds?

CALENDAR FOR 2018

- January 20-21, fly-in 19 to Portland
- February 21 – Conference call
- March 21 – Conference call
- April 18 – Conference call
- May 16 – Conference call
- Jun 11, 12, 18 – Portland Symposium
- July 18 – Conference call
- August 22 – Conference call
- September 19 – Conference call
- October 17 – Conference call
- November 17, 18 – St. Paul
- December 19 – Conference call

ADJOURNMENT

Wayne Furr made a motion to adjourn the meeting. Molly Winton seconded the motion and the meeting concluded at 10:29 a.m. central daylight time, on Sunday, November 19, 2017.

Respectfully submitted,

Kathleen Duncan, Secretary