

AMERICAN ASSOCIATION OF WOODTURNERS

Board Meeting

Saturday-Sunday, January 20-21, 2018

CALL TO ORDER

A regular meeting of the AAW Board of Directors was convened at the Hilton Doubletree Hotel, in Portland, Oregon, on Saturday, January 20, 2018, at 8:30 a.m. Pacific time, with President Greg Schramek presiding.

Board members present were Rick Baker, Jeff Brockett, Joe Dickey, Kathleen Duncan, John Ellis, Wayne Furr, David Heim, and Molly Winton. Staff members in attendance were Linda Ferber, Phil McDonald, and Kim Rymer, and Editor Josh Friend. Former Board member and 2018 AAW Symposium liaison Dale Larson was also present.

The Board excused all non-Board members and held an Executive Session until 9:45 a.m.

APPROVAL OF MINUTES

The minutes of the December 13, 2017, Board meeting were reviewed. With no corrections, errors, and omissions stated, the minutes were unanimously approved as written.

FINANCE COMMITTEE REPORT

Treasurer's Year-End Report

Joe Dickey presented the preliminary partial year-end financial report. He indicated the final numbers will be available following the auditor's field work which will commence in March.

- Income Statement as of December 31: \$148,961 (\$76.5k favorable to budget)
- Income Statement Year-End Forecast: \$137,247 (\$65.8k favorable to budget)
- December 31 Cash-On-Hand: \$701k
- Year-To-Date Membership Income: \$870.3k (\$19.6k unfavorable to budget)

Financial Resolutions

- 1) On behalf of the Finance Committee, Joe Dickey recommended unrestricting AAW Live Auction revenue (formerly EOG auction) to strengthen unrestricted reserves.

RESOLVED:

"The AAW Board of Directors resolves to amend and replace the EOG auction proceeds resolution approved in February 2017, as follows:

Future EOG auction proceeds for 2018 and beyond will be unrestricted and may be generally applied for educational purposes, including EOG grants. Existing monies

collected for EOG grants will be used solely for that purpose in current and ongoing years until depleted. Effective in 2018, the EOG Auction title will be renamed AAW Educational Benefit Live Auction."

David Heim made a motion to approve the resolution. Jeff Brockett seconded the motion, which was approved unanimously.

- 2) On behalf of the Finance Committee, Joe Dickey, made a recommendation to release the Permanent Collection Temporarily Restricted account balance to Unrestricted Net Assets.

RESOLVED:

"The AAW Board of Directors resolves to release the \$3,529 Permanent Collection Temporarily Restricted Account Balance (equity account 1540) into Unrestricted Net Assets."

John Ellis made a motion to approve the resolution. David Heim seconded the motion, which was approved unanimously.

- 3) On behalf of the Finance Committee, Joe Dickey, made a motion to reappoint John Hill to serve an additional three-year term as an AAW Endowment Trustee.

"The AAW Board of Directors resolves to reappoint John Hill to serve an additional three-year term as an AAW Endowment Trustee, effective July 26, 2018, upon the expiration of his current term."

The motion was made by Joe Dickey on behalf of the Finance Committee and no second was required. The resolution was unanimously approved.

MEMBERSHIP REPORT

Phil McDonald reported that the year-end membership count for 2017 was 15,744. He indicated that AAW had set an aggressive target of 9% growth, while actual growth was 4.7%. Actual retention was 87%, which is extremely high by way of comparison with any other individual craft and arts membership association.

Phil explained that the perceived "low hanging fruit" in chapters may no longer exist. 2018 membership recruiting strategies will take a three-pronged approach to extend brand awareness and offerings to a broader universe inside our demographic.

- 1) Non-members in chapters
- 2) Woodturners who do not have chapter affiliation
- 3) Those who are seeking a craft activity

Phil described that AAW will rely principally on other businesses channels to extend reach into areas we cannot effectively achieve on our own. Marketing strategies will be focused on the following activities:

- Woodturners external to chapters
- International growth in English speaking countries

- External publishing (reprint) strategy
- Social media expansion
- Co-recruiting through chapters (“media kit”)
- Pursue affinity relationships with select businesses

A variety of other ways to expand brand awareness were suggested by Board members, including a presence at the Woodworker’s Show, targeting flat workers, seeking AAW members who are good writers to author articles, format of marketing materials, offering AAW membership discounts to woodturning/craft schools, etc.

RECESS

The Board meeting recessed for lunch at 11:50 a.m. and resumed at 1:00 p.m.

Noelle Grinley, Conference Direct, joined the Board meeting.

2018 AAW SYMPOSIUM

Jeff Brockett introduced Noelle Grinley, director from Conference Direct (meeting planners), then provided a brief update from the Symposium Committee. He noted that there are no major bumps in the road. Jeff reported that onsite AV contracted services costs are heavily discounted due to the decision to invest ourselves in flat screen monitors. The Portland team is up and running with both enthusiasm and experience. A total of 17 videographers have submitted applications to date. Jeff updated on progress in obtaining the needed vendor commitments for equipment. He said that Al Hockenberry is working on the preliminary schedule, which will go through several revisions before it’s finalized. The initial layout has been developed and is about 98.9% accurate. There will be two board rooms available in the hall, one for Conference Direct, and the other for special group meetings and Board meetings.

Noelle provided a brief update. She reported that she is working to prevent the oversights experienced in 2017. Linda Ferber and Noelle met with all convention center service providers and walked through the space. Additional planning updates were given in the following areas: promotional relationship with Travel Portland; availability of free rail passes for attendees staying at our contracted; accommodations at the host hotel; improved security and credentials plan; and preparations for a plated meal on Saturday evening to control food quantity.

Phil McDonald reported that February 28 is the deadline for chapters to participate in the symposium registration discount. Earlier in the week, he received notification from six chapters for a total of 80 attendees. He also stated that early hotel sales are at a consistent pace compared with 2017 and that we are in a good place, having now sold nearly all of the initial 100 booths available in the Trade Show sales plan.

EDITOR'S REPORT

Woodturning FUNdamentals

Josh Friend reported that there will be a press release announcing John Kelsey as editor in February. He said that John has reached out to David Ellsworth and Barbara Crockett to solicit content support for Woodturning FUNdamentals among POP members who teach.

The Board discussed current advertising efforts and ideas.

ADVISORS

Greg Schramek briefly communicated feedback he has obtained from members of the Board of Advisors. Greg suggests that Committees and Board members seek the expertise of AAW's advisors.

RECESS

The formal meeting was recessed at 3:00 p.m. for the local 2018 AAW Symposium volunteer meeting and tours. The formal meeting resumed at 8:00 a.m. on Sunday, January 21, 2018.

2018 AAW SYMPOSIUM

Convention Center Tour Recap

Jeff Brockett stated that a plan for breakfast and lunch needs to be determined. There will be pop-up kiosks with food. Phil McDonald indicated that the onsite catering representatives have been thoroughly briefed about prior year problems with food services. Among concerns being addressed is ensuring throughput capacity to accommodate high volumes of people in short periods of time.

Jeff noted that a strategy for getting people from the MAX light rail to the Convention Center needs to be devised. Noelle Grinley will check with visitor's bureau for ideas.

Linda reported that there are ten water stations contained among the various Portland contracts. Noelle is negotiating refills.

Jeff reported that the Trade Show will open earlier on Friday and we will need to proactively communicate the change to set expectations early and respond to any concerns.

Jeff recommended that the auction should start earlier to accommodate the major of online bidder, who live in the Eastern Time zone. This will also allow people to out for dinner independently afterward. Board discussion followed. Comments and suggestions followed.

GRANT SEEKING

Phil McDonald explained that during the November Board meeting discussion about long range budget development, early indications were expressed about pursuing grant prospects in 2018. Research is underway to identify potential grant partners, their interests, and grant submission criteria and deadlines. The objective is to obtain funding for initiatives already determined to be priorities, as defined in Vision 2020. An initial list of prospective granters has been developed; all of whom support missions devoted to arts and culture education.

Joe Dickey noted the Finance Committee's support to this effort and he expressed preference for obtaining a subscription to an online grant management system.

BOD POLICY STATEMENT ON CANDIDATE CAMPAIGNING

David Heim requested Board approval of the following revised policy statement for the AAW Board Handbook.

"As a candidate for a seat on the AAW Board of Directors, you will have a brief statement introducing yourself and explaining why you are running published in American Woodturner and posted on the AAW web site. You may also be featured in a short video that will be posted on the web site. You shall not campaign for office in any other way, either in person or in writing in any print or electronic medium. You also shall not enlist a third party to campaign on your behalf, and you are obliged to put a stop to third-party campaigning if you become aware of it. However, you can answer questions that clarify your position on any issue relevant to AAW. If you violate any of these conditions, the Board of Directors may remove your name from the slate of candidates."

Kathleen made a motion to approve the revised policy statement. Jeff Brockett seconded the motion and the statement was approved as written.

The Board discussed availability of the statement to prospective Board members. Comments and suggestions included: the sooner they know the policy, the better; when they express and interest; check off whether they have read the rule; put it on the website; present it as part of the application process; place it in the Primer document that was approved during the December Board meeting.

More discussion followed about the relatively low member participation in the voting process. Greg Schramek encouraged the Nominating Committee to pursue new ideas and bring any recommendations to the Board for consideration and approval.

NEW BUSINESS

AAW Grants

Molly Winton stated that AAW offers grants through several Committees: EOG, WIT, POP, youth lathes drawing, tools. She proposed one committee be responsible for administering all the grants. The benefits would be many, including: avoidance of awarding multiple grants to single individuals; opportunity to combine talent and offer consistency of service; evaluation and administration by one committee; a pool of information that would help to make the decisions. The EOG Committee could be renamed the "Grants Committee."

Greg Schramek stated that members of the POP Committee should continue to be eligible for POP Fellowship Grants and that the Merit Award should stay with POP.

Phil McDonald reported that Chapter Scholarship winners should be added to the Grants Committee. AAW should continue to rely on each of the Committees to create the criteria for awards. Individual policies may need to be updated.

Kathleen Duncan suggested that there be at least two representatives from each Committee in case someone needs to recuse themselves.

John Ellis suggested that any action be deferred until the February meeting. He recommended that Molly consult with other entities (EOG, POP, WIT) as needed, and provide the Board with a comprehensive written recommendation for changes in February.

BOARD MEETINGS

Upcoming Meeting Dates

- February 21 – Conference call
- March 21 – Conference call
- April 18 – Conference call
- May 16 – Conference call
- June 11, 12, 18 (Portland, fly in June 10)
- 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

January Meetings

A discussion was held about whether alternatives to January should be considered for holding the face-to-face meeting because of the winter weather risks and concerns about illness. No action was taken.

ORGANIZATIONAL CHART

Greg Schramek called attention to the organizational chart of page 37 of the Board packet. He noted the importance of respecting and abiding by board-staff relationship defined in the AAW governance documents.

ADJOURNMENT

Joe Dickey made a motion to adjourn the meeting. Jeff Brockett seconded the motion and the meeting concluded at 10:23 a.m. Pacific time, on Sunday, January 21, 2018.

Respectfully submitted,

Kathleen Duncan, Secretary