

DRAFT

American Association of Woodturners Board Meeting Wednesday, May 16, 2018

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened via teleconference on Wednesday, May 16, 2018, at 6:04 p.m. central time, with President Greg Schramek presiding.

Board members participating were Rick Baker, Jeff Brockett, Joe Dickey, Kathleen Duncan, John Ellis, Wayne Furr, and Molly Winton. David Heim was absent. Staff members Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend also participated.

APPROVAL OF MINUTES

The minutes of the April 18, 2018, Board meeting were reviewed. The minutes were unanimously approved with one correction without vote.

FINANCE COMMITTEE REPORT

April 2018 Financial Reports

Joe Dickey summarized the April 2018 financial reports and noted the following points:

- Unadjusted net income as of April 30 was \$382k, \$89k favorable to budget.
- The year-end forecast for net income is unchanged from last month at \$104.4k, \$43.4 favorable to budget.
- The year-end forecast for "Cash on Hand" is \$908k.

Audit

Joe stated that the auditor's report is complete. The auditors conducted both a financial and a governance review. No issues were reported pertaining to the financial review. For governance and internal controls, the auditors included a standard notation about limited segregation of organizational duties as a deficiency, but noted this deficiency is typical of very small nonprofit organizations and no action is warranted.

Joe recommended to the board the following motion to formalize acceptance of the audit report:

RESOLVED, upon recommendation of the Treasurer and with the consent of the Finance Committee, the AAW Board of Directors accepts the Preliminary 2017 audited financial statements as presented by our independent auditor.

Jeff Brockett made a motion to formalize acceptance of the audit report. Molly Winton seconded the motion and audit report was unanimously accepted as presented.

EXECUTIVE DIRECTOR'S REPORT

Membership

Phil McDonald reported that April membership acquisitions missed the monthly target and dues revenue was lower than planned. He said that membership growth, renewals, and a clear understanding of underlying factors for the acquisition patterns we are seeing are priorities. These issues will be isolated and discussed at the June board meeting.

When consulting with Chapter officers in focus groups earlier in the year, there were clear indications many Chapters are not seeing growth. Phil reiterated that among 2018 business plan goals more AAW membership recruiting needs to be accomplished outside of chapters and through affiliation agreements with companies having sales channels to our target audience.

Phil noted that members who joined because of the 50% incentive have been left to their own devices to renew, while the \$20 three-month incentive members have automated renewals. He indicated that there is a typical communication sequence for renewals and that the members who joined under the 50% incentive get a special set of messages in addition to the typical renewal emails. Phil indicated that he will send a letter to chapter officers requesting that they encourage/remind members to renew at monthly meetings.

Symposium

Phil McDonald reported that there were 1,107 symposium registrations at the end of April, but it is not unreasonable to anticipate 1,300 attendees. He indicated that site services are locked up and are being tweaked. Phil explained that security plans have been improved and that onsite concessions are being maximized for sales points/cashiers. AAW currently has planned to serve 500 for the plated Saturday night dinner but that number will change as dinner ticket sales are monitored. The caterer will be able to make quantity adjustments close to the event. Phil indicated he is vetting the awards ceremony presentation with a small group and that VIP seating is priority. The formal part of the ceremony will be scaled back and many of the acknowledgements will be done via a Power Point. The plan is to conclude the formal award ceremony close to 8 p.m. and the silent auction will close shortly thereafter. Phil has indicated that ConferenceDirect will be more visible and available in the trade show than in 2017.

Phil explained that Jane Charbonneau (staff) will not attend the symposium this year due to family issues and Hannah Haas (staff) will step in to fill her role. Also, Kim Rymer (staff) will not attend the symposium because of an injury and a volunteer will step in to fill her role.

Phil noted that an addendum will be needed to extend the ConferenceDirect site selection portion of the contract and that the only issue cited is the sharing formula for hotel commissions. Phil indicated this issue will be brought back to the Board in June after consulting with the Contracts Committee.

SYMPOSIUM COMMITTEE

Jeff Brockett reminded board members to bring and wear their symposium shirts in Portland. He explained that he provided board members directions from the airport to the Doubletree in the May board packet.

Jeff said that he does not believe that the special \$300 registration for chapters was a deciding factor for the majority of local chapter members attending the symposium. Although, with the encouragement of Dale Larson and Kathleen Duncan, Local chapters helped drive attendance.

He explained that this year the demonstration room layouts provided to Conference Direct and the Convention Center were more detailed than ever before.

Jeff noted that Jet Powermatic (JPW Industries) is a great partner and will sell own products from their own booth this year.

Meet and Greet

Phil McDonald indicated that Linda Ferber will contact the board and 2019 board candidates about the symposium meet and greet schedule.

Vendors

Molly Winton voiced a concern raised by a vendor and talked about the importance of managing relations with vendors. Greg Schramek acknowledged the value of vendors/exhibitors and indicated that a conversation on this topic will take place at the June board meeting.

BOARD NOMINATIONS

Kathleen Duncan reported that the 2019 board candidates are Andy Cole, Joe Dickey, Lou Kinsey, Ken Ledeen, Shaun McMahon, and Harvey Rogers. She suggested providing more visibility to the election via the *American Woodturner* journal, as well as allowing candidates to have longer candidate statements online, and calling chapter presidents to encourage voting.

TURNERS WITHOUT BORDERS

Greg Schramek indicated that Turners Without Borders was listed on the agenda but will be postponed to the June board meeting because David Heim is not present.

GRANTS COMMITTEE

Molly Winton reported that she has consulted with all committees affected by proposed changes in oversight of AAW grant programs. She will send the board an outline on this topic to be considered and discussed at the June board meeting.

NEW BUSINESS

Budget

Greg Schramek indicated that 2019 budget development will be on the June agenda. If there are new initiatives, expenditures, or plans that include monetary consumption, please let him know.

GDPR

Phil McDonald shared with the board information about the new General Data Protection Regulation (GDPR) about to come into effect for European Union members. GDPR establishes rights for people residing EU member nations whose data is being collected and requires that entities capturing personal data be compliant by disclosing uses of the personal data. To ensure compliance, AAW has recently written a privacy policy statement that aligns with the GDPR requirements.

CALENDAR FOR 2018

- 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. Kathleen Duncan seconded the motion and the meeting concluded at 7:03 p.m. central time on Wednesday, May 16, 2018.

Respectfully submitted,

Kathleen Duncan, Secretary