

American Association of Woodturners

Board Meeting

August 22, 2018

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened by teleconference, on Wednesday, August 22, 2018, at 6:00 p.m. CST, 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 participating were Linda Ferber, Phil McDonald, Kim Rymer, and Editor Josh Friend.

APPROVAL OF MINUTES

The minutes of the July 18, 2018, Board meeting were reviewed. Wayne Furr made a motion to approve the minutes, David Heim seconded the motion, and the minutes were unanimously approved.

FINANCE COMMITTEE REPORT

July 2018 Financial Reports

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

- Unadjusted net income as of July 31 was \$285k, \$149k favorable to budget.
- Adjusted net income as of July 31 was \$79k, \$44k favorable to budget.
- The year-end forecast for net income is \$177k, \$116k favorable to budget.
- July 31 "Cash on Hand" was \$813k.
- The year-end forecast for "Cash on Hand" is \$1,020k.

Joe stated the year-end forecast for "Cash on Hand" spurred a Finance Committee discussion about investing balances in a new CD ladder. Additionally, the Finance Committee is reviewing various membership recruitment proposals and will offer feedback.

Audit

There were no concerns identified during the audit. The audit evaluation was divided into two sections: 1) representation of AAW's financials, with all positive conclusions, and, 2) internal controls noting only slight deficiencies inherent to smaller organizations due to limited staff and inability to segregate responsibilities.

EXECUTIVE DIRECTOR REPORT

Membership

Phil McDonald explained that membership acquisitions and dues projections for the remainder of the year have been reforecast and a new series of recalibrated monthly targets established. This track will produce a net reduction in dues of \$20k, taking down the goal from \$920k to \$900k.

Membership Recruitment

Phil stated that a white paper discussing new membership recruitment strategies and tactics was included in the Board packet. The paper was vetted with the Vision 2020 Committee and the Finance Committee and a running list of their feedback has been incorporated into the paper. He said there are two parts, 1) a narrative about branding, positioning and forming a closer bond with chapter partners, and, 2) an economically focused local member-to-member referral incentive and local chapter incentive. Phil described that the white paper includes bullet points about a potential dues increase, with various input and perspectives. He will bring more data and information to the November meeting for consideration.

Phil noted that past Vision 2020 strategy has addressed enhancing resources available with focus on skills-based learning. Marketing and future resource development will now emphasize interest-based learning.

New Technology Planning

Phil indicated that planning is continuing on refinements to the scope and budget for the proposed membership system and technology strategy that was presented to the Board in June. He reported the two-day onsite discovery phase with the iMIS developer took place the week of August 6. Deliverables are expected by early September, including an updated project management plan, transition and implementation schedule, and budget-level project estimate. Phil stated that a more refined proposal should be available by October.

He noted that this technology strategy is more than a replacement website and should be viewed as a major enterprise investment to help AAW do its job better and do more of what it does best. Additionally, the technology will position AAW to help chapters more effectively.

Phil stated that he intends to include funding requirements for the technology strategy in the 2019 budget presentation and roll out.

RALEIGH SYMPOSIUM PLANNING

Phil McDonald indicated the planning trip to Raleigh took place the week of August 13. Consultations were held with the two Raleigh hotels, the Raleigh Convention Center, prospective external site services contractors, and the Raleigh Visitors and Convention Bureau. He said it was a favorable experience and that the team came away impressed. The service providers went out of their way to make certain all inquiries were appropriately answered. Phil noted that concessions will be a priority, and that a list of key outcomes and considerations was included in

the Board packet. Jeff Brockett reported that all vendors were well-prepared. The Raleigh Convention Centers does not have an exclusive decorator or AV provider, so they will be getting several proposals. He said Andy Gunning, the lead coordinator for the Carolina Symposium, was enthusiastic, organized and provided great input on what to do differently. Additionally, Andy has local contact with advertisers.

Rick Baker noted that the Raleigh Symposium will be more spread out than Portland. He was impressed with the facility and the staff who came up with a new ballroom floorplan overnight.

UNFINISHED BUSINESS

Board Election

Phil McDonald reported that 1,443 ballots had been cast as of the morning of August 22. A grand total of 1,189 ballots were cast last year. He reported that another email encouraging members to vote will be sent on August 27.

Demonstrator Selection Committee

Jeff Brockett reported that 42 applications were submitted for “selected” demonstrators during the application period. The Committee has identified 12 selected demonstrators and Jeff is confident that they will be finished by August and be able to get the demonstrator contracts out earlier than ever before. Additionally, the Committee identified 7 “invited” demonstrators for Louisville.

WIT Exchange

Kathleen Duncan reported that the WIT exchange will take place September 7-9 at Arrowmont. She noted that registration was not as robust as expected, they’ve had a few people pull out at the last minute, and Arrowmont has been good about working with them.

NEW BUSINESS

Board Meeting Date Change

Greg Schramek requested the date of the October 17 Board conference call be changed to October 18, due to a conflict. The proposed new date was accepted by the Board.

CALENDAR FOR 2018

- September 19 – Conference call
- October 18 – Conference call (Note date change)
- November 17, 18 – St. Paul
- December 19 – Conference call
- January TBD 2019 – Raleigh

ADJOURNMENT

Jeff Brockett made a motion to adjourn the meeting. Kathleen Duncan seconded the motion and the meeting concluded at 6:51 p.m. CST time on Monday, August 22, 2018.

Respectfully submitted,
Kathleen Duncan, Secretary