

AMERICAN ASSOCIATION OF WOODTURNERS

Board of Directors Meeting
February 20, 2020

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened via Zoom teleconference, at 3:00 p.m. Central Time on Thursday, February 20, 2020, with President Greg Schramek presiding.

The following Board members were present: Rick Baker, John Beechwood III, Jeff Brockett, Andy Cole, Janet Collins, Joe Dickey, Kathleen Duncan, and Ken Ledeen. Also, in attendance were Managing Editor Josh Friend and staff members: Linda Ferber, Phil McDonald, and Kim Rymer.

APPROVAL OF MINUTES

Greg Schramek called for corrections to the minutes of the January Board meeting. There were no corrections. Rick Baker made a motion to approve the minutes. Kathleen Duncan seconded the motion and the minutes of the January meeting were unanimously approved as presented.

FINANCE COMMITTEE

Financial Reports

Joe Dickey summarized the financial reports for January and noted the following points:

- Income Statement, unadjusted year-to-date: \$45.5k (\$40.5k favorable to budget)
- Income statement, adjusted year-to-date: \$17.3k (\$5.2k favorable to budget)
- Income Statement, 2020 year-end forecast: \$144k (\$0 favorable to budget)
- January 31 "Cash-on-Hand": \$1,113k
- Year-end Forecast "Cash-on-Hand": \$1,289k

Joe explained that AAW will now recognize only one month of dues income in the month the dues were received. In each subsequent month, 1/12 of prorated dues will be released from deferred revenue and be recognized. This accounting treatment will disburse dues revenue throughout the year more evenly.

EXECUTIVE DIRECTOR REPORT

Phil McDonald confirmed that membership acquisitions have declined over the past 3-4 months primarily due to lower renewals. The decline cannot be readily explained. In the past, AAW has endeavored to reach out all lapsed individuals about the reason for their nonrenewal. Recently, we have built a better recording tool that will enable us to more effectively track what is influencing renewal behavior.

In recent months, staff has been focused on the IT project but will now be able to refocus on renewal marketing and follow-up. AAW will have better information on current lapse rationale and trends in about three months with the new tracking tool.

Because the winner of the year-end lathe drawing does not belong to a chapter, three mini lathes were distributed to area chapters and the remaining two lathes have been reserved to be used as renewal incentives.

Phil explained that AAW is focused on the Chapter Affiliate program and supporting chapters. AAW is testing messages to Chapter Affiliates and have included a tip on the cover of the journal in order to micro market to them.

FINE WOODWORKING

Josh Friend provided an update on the partnership with Fine Woodworking (FW). He noted the FW podcast (featuring Janet Collins and Josh) had to be rescheduled for Monday, February 24, due to snowstorm. Through the partnership, FW will share AAW content, such as an *American Woodturner* journal cover and an article with their subscribers. Additionally, via an ad swap, AAW will feature an FW ad in the April issue and FW will include an AAW ad in its June issue. FW will also distribute a press release/announcement about the FW/AAW collaboration.

2020 SYMPOSIUM - LOUISVILLE

Phil McDonald provided an update on symposium planning as follows:

- Current registration is at 314 (includes staff and demonstrators), which is a little ahead of last year's pace. The pace is being closely monitored.
- There are no issues with hotel space and the pickup is just about at 100% of all rooms available. The strategy will be to add courtesy blocks nearby, as needed.
- There are no surprises on expenses so far.
- The grid (schedule) has never been delivered so soon and the Planning Guide, which usually comes a month ahead of time, is expected next week.
- With great support from the Kentucky Exposition Center facility and Noelle Grinley, Conference Direct, the concessions plan is coming together quickly.
- Chapter discount registrations typically come in at the deadline, which is April 15 this year.

TECHONOLGY POST LAUNCH

Phil McDonald provided an update on the new website and member administration system. He noted that most of the initial bugs have been resolved and the platform is stable. AAW continues to receive recommendations and suggestions from members. Phil explained that there has been a problem cleanly exporting financials, but a huge step in resolution was made on February 14. He said the developer support team has been very responsive. Next, AAW will focus on integrations with specialized tools. For example, the website analytics tool, Websenz, is an efficient tool that offers current website statistics with a 30-minute refresh. On the previous website, credit card fees on gross revenues averaged 3.75%, whereas the average on the new site is 2.7%.

SYMPOSIUM COMMITTEE

2020 Louisville

Janet Collins reported that the grid/schedule for Louisville will be up on the website soon. She noted that vendors approached for donations have said, "Yes." The Powermatic lathe will be going to Robin Costelle to be painted and she needs the shipping address. There have been no changes in demonstrators. Monday night, February 24, will be the first volunteer meeting. The local video lead has backed out. However, Ana Lappegard has a solution: her right-hand person.

2020 Omaha

Janet reported that the invited demonstrator who was not able to wear a face shield for health reasons backed out because he elected not to provide medical documentation. Three new demonstrators have been added to fill open spaces left by back outs. They are Richard Raffan, Rudy Lopez, and possibly John Beaver.

The status of the local lead and volunteer is the same as last meeting. Jerry Reif, Great Plains Wooturners, said he would help but cannot lead. Tom Steyer, the new Chapter president, does not like to be in limelight and does not want to lead. AAW needs to rethink how to get volunteers. Lincoln is about 60 miles from Omaha.

Greg Schramek asked Jeff Brockett, Rick Baker, and Janet Collins to formulate alternative plans.

BOARD APPOINTMENT UPDATE

Rick Baker reported that the information about the Board Appointment vote will be printed in *American Woodturner*. Voting will take place April 1-30.

NOMINATION COMMITTEE

Kathleen Duncan indicated more candidates are needed. Currently, the committee only has two candidates. She made several phone calls and has asked people to run for the Board.

Greg Schramek asked Board members to provide Kathleen with the names of prospects.

UNFINISHED BUSINESS

New Business

Rick Baker explained that he was invited to a New Jersey chapter to demonstrate the new website. While he was there, he pitched membership since only about 50% are AAW members. He suggested that other Board invite themselves to chapter meetings to show new website.

UPCOMING MEETINGS

All Thursday video conferences will be held at 4:00 p.m. Eastern time / 3:00 p.m. Central time.

- Mar 19
- Apr 23
- May 21
- Jun 1, 2 & 8 (arrive Louisville Sun 5/31)
- Jul 9
- Aug 20
- Sep 17
- Oct 22
- Nov 14 & 15 (arrive Saint Paul Fri 11/13)
- Dec 17

ADJOURNMENT

Rick Baker made a motion to adjourn the meeting. Joe Dickey seconded the motion and the meeting was unanimously adjourned at 4:00 p.m. Central Time, on Thursday, February 20, 2020.

Respectfully submitted,
Kathleen Duncan,
Secretary