

AMERICAN ASSOCIATION OF WOODTURNERS

Board of Directors Meeting

March 19, 2020

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened via Zoom teleconference, at 3:03 p.m. Central Time on Thursday, March 19, 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 February Board meeting. There were no corrections. Rick Baker made a motion to approve the minutes. Jeff Brockett seconded the motion and the minutes of the February meeting were unanimously approved as presented.

FINANCE COMMITTEE

Financial Reports

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

- Income Statement, unadjusted year-to-date: \$82.0k (\$61.6k favorable to budget)
- Income statement, adjusted year-to-date: \$10.5k (\$13.5k favorable to budget)
- Income Statement, 2020 year-end forecast: \$144k (\$0 favorable to budget)
- January 31 "Cash-on-Hand": \$1,125k
- Year-end Forecast "Cash-on-Hand": \$1,255k

Joe indicated the impact of the COVID-19 virus on AAW's members' decisions to attend the Symposium in Louisville is uncertain and of increasing concern.

Phil McDonald stated that year-end "Cash on Hand" has not been reforecast and is likely to be disrupted. The auditor informed AAW about a change to Generally Accepted Accounting Principles (GAAP) reporting regarding revenue recognition that will impact the 2019 audited financial reports.

EXECUTIVE DIRECTOR REPORT

Membership

Phil McDonald reported that renewals are trending up and expects that January through March will likely exceed plan. He noted that new membership acquisitions are on pace.

2020 Symposium in Louisville

Phil reported that there are 495 2020 AAW Symposium registrations to date, which includes complimentary registrations. However, registrations have flatlined since March 1 and there have been 14 cancellations. He explained there have been no mass registration cancellations from members due to the COVID-19 pandemic. The Crowne Plaza host hotel has not yet experienced mass cancellations either.

Remote Demos

Phil indicated that due to COVID-19, chapter officers have immediately started looking for alternatives to their monthly chapter meetings and demonstrations. He noted that it is critically important for AAW to support chapters through this difficult period. Therefore, AAW will organize a webinar for chapter officers with a panel discussion on remote demonstrations and will also update officer about the status of the 2020 AAW Symposium in Louisville at that time. Phil said the purpose of the upcoming webinar will be to provide chapter officers with information on remote demos and offer a page on the AAW website with resources on the topic. He explained that the last chapter webinar had twice as many attendees as were registered.

Greg Schramek stated that the intent is to encourage chapters to host interactive demonstrations that chapter members can watch in their own homes. He said chapters in Washington and Ottawa did it affordably and the main costs were related to the Zoom webinar service. Greg noted that small chapters could get together and share costs of hosting remote demos.

Phil said the cost for Zoom is roughly \$150 per year for 100 participants, one host seat, and unlimited meeting duration. The free plan limits meetings to 40 minutes.

Discussion ensued, which included possible technical constraints on usage/traffic and if AAW increased its number of lines, it could potentially sponsor local chapters on the AAW contract

2020 Symposium in Louisville Contingency Planning

Phil explained that AAW has not reached the point where it can exit contracts and that the combined risk in the hotel and venue contracts exceeds \$200k. Primary criteria backing a cancellation decision will be attendee health and safety. The Board also has a fiduciary responsibility for protecting the association from financial exposure that requires extreme diligence over contract cancellation deliberations.

AAW has notified the insurance carrier of a potential notice of claim. Potential claim damages may include: 1) unrecoverable expenses, which are easy to verify, and, 2) loss of marginal net income.

Potential Reschedule

Greg Schramek asked that Phil and Conference Direct obtain a list of all events taking place at the Kentucky Exposition Center (KEC).

Phil said that a significant number of events at the KEC have already been cancelled through April. There is a clause in the insurance policy that AAW has a duty to attempt to reschedule, if possible. Phil explained that Patty Kealy, Conference Direct, has advised that cancellation is always more amenable if there is a mandated, forced closure and reschedule is available.

Jeff Brockett reported that the KEC schedule is full for July and the Kentucky State Fair will be there in August.

Alternate Plans

Phil presented a list of alternative activities that could take place if the 2020 AAW Symposium is cancelled:

- “Best of” videos from 2018 and 2019 AAW Symposia
- Videos of prerecorded 2020 panels, including disability panel
- Rob Wallace’s “Gizmos and Gadgets” special interest night presentation
- WIT virtual forum
- Online POP and live auctions
- Distribute digital exhibition catalogs
- Vendor promotions

Greg Schramek suggested the Board consider service to members over any revenue potential in discussions about possible alternatives to the 2020 Symposium. He advised that the professionals and vendors suffer most by a symposium cancellation.

Discussion ensued, including live remote demos, make it free of charge, rewarding loyal members and enticing new members, and offer an Instant Gallery of things people would have taken to the symposium.

Phil said he is checking with the auction service to see if they are able to host a live auction without having a clerk physically present.

Andy Cole reported that Tib Shaw and Curt Theobald had a good response to continuing an online POP auction. They had a question about the format: eBay vs. live online. A live auction would enable an auctioneer to get excitement brewing. There are concerns about artists' reserve prices because some are reasonable, and others are absurd.

Phil explained the difference between an eBay-style auction and our live online auction service is in the way the auctions close.

Greg inquired about the status of the demonstrator selection process for 2021 Omaha and how a 2020 cancellation might impact that process. A discussion about cancellation contingencies ensued

Janet Collins indicated she discussed volunteers for Omaha with Ana Lappegard. Once we know what is happening with Louisville, Janet will send something out to all members within 200 radius of Omaha and start pursuing volunteers. Janet also noted that she will be reaching out to schools, galleries, maker spaces, and others as potential volunteers.

HANDBOOK REVISIONS – SECTION K

Jeff Brockett stated there are two Handbook revisions for the Board's consideration.

Intimate Gallery Critique

Jeff explained that eight people are selected to do critiques. The Intimate Critique panelists receive \$100 for panel participation (no lodging, transportation registration or banquet ticket).

He noted that the people selected to perform critiques typically spend 30 minutes (or less) doing a critique. Often, there is no item to be critiqued. Jeff indicated that the recommended change to the Handbooks is as follows:

Intimate Gallery Critique volunteers would not receive any compensation for serving on this Critique. Recommendation is to select volunteers from the demonstrator pool.

Jeff made a motion to approve the change. Andy Cole seconded the motion which was unanimously approved.

Compensated Positions

Jeff indicated that POP has four positions that are compensated to go to the AAW Symposium. He said there is not always enough for them to do and that the Symposium Committee should decide who is compensated.

Andy Cole indicated he does not believe this change to the Handbook is ready for a vote. He stated that he would like to work with Jeff to refine the change and present it for a vote next month.

The change was tabled for one month.

NOMINATIONS COMMITTEE UPDATE

Kathleen Duncan reported that in February she had no candidates for the Board and now she has 3-4 people seeking nominations. She said the Nominations Committee is looking for expertise and skill sets and would like to ask for a one-page resume. Kathleen said resumes could be optional for candidates this year but would like a resume to be a part of the required documentation in the future.

Phil McDonald indicated it is possible to create Board candidate videos using Zoom or Skype, if Louisville is cancelled, and that the videos can be edited.

BYLAWS AMENDMENT VOTE

The vote, which will take place will take place April 1 – 30, will be featured in the April journal. AAW's auditor will administer the count.

NEW BUSINESS

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

Greg Schramek updated the Board on upcoming meetings.

- April 2
- April 16 Move to April 14
- April 23 (normal)
- April 30
- May 21
- June 1, 2 & 8 arrive Louisville Sun 5/31, an in-person meeting in June may still be recommended if the symposium is cancelled.
- 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. Kathleen Duncan seconded the motion and the meeting was unanimously adjourned at 4:37 p.m. Central Time, on Thursday, March 19, 2020.

Respectfully submitted,
Kathleen Duncan, Secretary