

AMERICAN ASSOCIATION OF WOODTURNERS

Meeting of the Board of Directors

Thursday, March 18, 2021

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened via Zoom teleconference, at 3:02 p.m. Central Time on Thursday, March 18, 2021, with President Greg Schramek presiding.

The following Board members were present: Rick Baker, John Beechwood, Linda Britt, Jay Brown, Andy Cole, Joe Dickey, Mike Summerer, and Molly Winton. Also in attendance were Managing Editor Josh Friend and staff members Phil McDonald, Jennifer Newberg, and Kim Rymer.

EXECUTIVE SESSION

Rick Baker made a motion for the Board to enter Executive Session. Molly Winton seconded the motion which was unanimously approved. The Board entered Executive Session.

APPROVAL OF MINUTES

Greg Schramek called for corrections and changes to the minutes of the regular Board meeting held on February 18, 2021. No corrections or changes were indicated.

Linda Britt made a motion to approve the minutes of the meeting. Rick Baker seconded the motion, and the minutes of the February meeting were unanimously approved.

FINANCE COMMITTEE

Financial Reports

Joe Dickey summarized the financial reports for February 28 and noted the following points:

- Income Statement, unadjusted year-to-date: \$30.5k (\$36.0k unfavorable to budget)
- Income Statement, 2020 year-end forecast: (\$79.9k) (\$115.0k unfavorable to budget)
- January 31 "Cash-on-Hand": \$1,388.0k
- Year-end Forecast "Cash-on-Hand": \$1,321.0k

Approval of PPP Loan

Phil McDonald stated the application process for a second forgivable loan under the Paycheck Protection Program (PPE) requires Board approval.

Joe Dickey made a motion:

On behalf of the Finance Committee, I, Joe Dickey, move that the AAW Board of Directors approve a Paycheck Protection Program (PPP) loan application for \$81,340 administered by Bremer Bank.

Rick Baker seconded the motion which was unanimously approved.

ED REPORT**Membership**

Jennifer Newberg reported that members receive renewal messages 90 days before expiration so many members renew before they expire. Staff are currently focused on following up on memberships that expired at the end of 2020. She explained the AAW Master Series of virtual demonstrations are triggering both renewals and new memberships. AAW is not seeing many attendees paying the nonmember rate.

Social media

Phil McDonald readdressed strategic social media plans to bring new Board members up to date. He indicated several months ago the Long-Term Planning Committee recommended a strategic focus on social media. AAW received an initial draft of a social media proposal with deliverables from consultant Brio Marketing. Staff participated in a follow-up session on March 17 and will receive hands-on and Google Analytic training sessions. Phil reported AAW's social media efforts will utilize Facebook, YouTube, and Instagram with a primary emphasis on growth and extending AAW's reach. Social media activities will be integrated into communications and marketing plans going forward.

DEMONSTRATOR SELECTION COMMITTEE

Mike Summerer reported he sent Board members a committee report in advance of the Board meeting.

Virtual Symposium

Mike stated the following virtual symposium elements are currently proposed by the Demonstrator Selection Committee are:

- 12 demonstrators for 90-minute rotations each presenting a good breath of projects.
- 4 panel session, 3 of which will be filled by POP.
- Special interest sessions covering tips and trick, and non-traditional topics.
- A track for other activities.
- Chatroom
- Vendor space

Phil McDonald indicated a list of detailed benchmarks are included in the Executive Director section of the Board packet. He noted that Hopin virtual conferencing software platform has been selected for the event and has been thoroughly vetted. Phil noted there are minor points about license agreement to be clarified. He explained 3,150 paid registrations at \$60 nonmembers/\$45 members are needed to meet the budget goal.

Jennifer Newberg stated that a virtual event offers more flexibility than an event in a physical environment. AAW is considering other types of content that may be used and repurposed. Jen expects registration will open around the end of April.

NOMINATING COMMITTEE UPDATE

Joe Dickey reported that nine members have indicated interest in 2022 Board positions and there are six other “maybes.” All candidates are very strong. Joe said the next phase will be for the Committee to interview candidates and determine the “short list.” All Nominating Committee activities are on schedule.

SYMPOSIUM COMMITTEE

Jay Brown indicated planning for Chattanooga has commenced. The Committee contacted volunteers about Chattanooga with some success. He suspects that the 2022 AAW Symposium may be a large draw due to pent up demand. Jay is hoping AAW can make it a hybrid event. The next Committee meeting is scheduled for April 6.

OTHER

Committee Reports & Members

Greg Schramek suggested Board members deliver committee reports three days prior to each Board meeting.

If committee members do not want their names listed on the AAW website, committee chairs will need to coordinate this with the office.

Face-to-Face Meeting

Phil McDonald explained interest by Board members having a mid-week in-person meeting this summer. There are also plans to bring the Board together in-person for the November Board meeting in St. Paul.

Greg Schramek asked Board members if they are comfortable with this plan (due to Covid concerns). He stated that in-person Board meetings are valuable and more productive than other meetings. Board members come away with more knowledge and understanding than garnered from remote meetings. Greg said the meetings could be held at the airport or the Landmark Center. Convening at Landmark Center in St. Paul would enable the Board to see the Gallery of Wood Art and meet staff. He asked whether Board members are comfortable

going to St. Paul.

Molly Winton indicated in-person Board meetings are invaluable. The amount of information and getting to know one another makes future virtual meetings better. She said in-person meetings significantly impact the effectiveness of the Board.

Discussion ensued and other dates were suggested.

Phil McDonald proposed the last week of July for the in-person meeting. He stated that Board members should not book travel yet and should wait for a confirmation. Phil said the Covid variant curve is beginning to catch up and we will know more soon.

NEW BUSINESS

Selling Virtual Event Services

Rick Baker suggested the Board consider selling staff technical expertise and services to Regional Symposiums and/or chapters for virtual events. He noted time is of the essence and the door of opportunity will soon close.

Phil McDonald indicated he believes the idea has potential. He noted the AAW Virtual Symposium will be on a different software platform in 2021 that will require more than staff only. The concept could work within the software contract (Hopin) which assesses each registration \$4-5. There is also the possibility of hosting a regional summit to bring leaders together.

Greg Schramek stated the idea could potentially enhance AAW's relationship with Regional Symposiums and would open the door to other relationships.

UPCOMING BOARD MEETINGS

All remote sessions will be held at 4:00 p.m. Eastern Time except where noted.

2021

- April 22, remote
- May 20, remote
- June 24, remote
- July 28, 29 (St. Paul face-to-face, July 27 arrival date)
- August 19, remote
- September 16, remote
- October 21, remote
- November 13, 14 (St. Paul face-to-face, November 12 arrival date)
- December 16, remote

ADJOURNMENT

Rick Baker made a motion to adjourn the meeting. Jay Brown seconded the motion, and the meeting was unanimously adjourned at 4:58 p.m. Central Time, on Thursday, March 18, 2021.

Respectfully submitted,
Jay Brown, Secretary