

AMERICAN ASSOCIATION OF WOODTURNERS

Meeting of the Board of Directors
Wednesday, October 20, 2021

CALL TO ORDER

A regular meeting of the AAW Board of Directors convened at 3:02 p.m. Central Time on Wednesday, October 20, 2021, via Zoom teleconference, with President Mike Summerer presiding.

The following Board members were present: Rick Baker, John Beechwood, Linda Britt, Jay Brown, Sally Burnett, Andy Cole, Joe Dickey, Mike Summerer, and Molly Winton. Also in attendance were staff members Phil McDonald, Jennifer Newberg, Kim Rymer, and Managing Editor Josh Friend. Newly elected Board members for 2022, Chuck Lobaito and Kimberly Winkle, were invited to monitor the meeting.

APPROVAL OF MINUTES

Mike Summerer called for corrections and/or changes to the minutes of the regular Board meeting held on September 21, 2021. One change was indicated. Rick Baker made a motion to approve the minutes of the meeting. John Beechwood seconded the motion, and the minutes of the meeting were unanimously approved.

EXECUTIVE SESSION

Rick Baker made a motion for the Board to enter Executive Session. John Beechwood seconded the motion, which was unanimously approved. The Board entered Executive Session and then returned to the regular meeting.

FINANCE COMMITTEE

Treasurer's Report/Financial Reports

Joe Dickey summarized the financial reports for September 30, 2021, and noted the following:

- Income Statement, unadjusted year-to-date: \$128.6k (gain, \$42.1k favorable to budget)
- Income Statement, 2021 year-end forecast: \$11.5k (gain, \$24.0k unfavorable to budget)
- September 30 "Cash-on-Hand": \$1,380.0k
- Year-end Forecast "Cash-on-Hand": \$1,362.0k

Joe noted the following points:

- The force majeure matter with the Omaha Convention Center remains unresolved.
- Anticipated gross revenues for the Woodturning Fundamentals LIVE! event in November have been reduced due to overall declines in virtual programming attendance.
- The SBA loan has not yet been forgiven. However, AAW has no reason to think it will not be forgiven.
- Unrestricted reserves remain at a healthy level and above the original target.

Phil McDonald stated he does not anticipate expense risk for the remainder of the year. Additionally, the forecast is no significant dues risk.

Preliminary Budget Packet

Joe reminded the Board the budget materials are confidential documents. The Finance Committee has done a preliminary review of the material and it will be reviewed again at the face-to-face meeting in November.

EXECUTIVE DIRECTOR REPORT

Membership

Jen Newberg reported for September 2021, 565 woodturners renewed their AAW memberships or joined AAW, which is about the same number as compared with September 2020. YTD actuals for both member counts and dues revenue are close to plan. AAW plans to ramp up renewals for October, November, and December. We are planning to use the new Tips Book (digital download) as an incentive and hope to bring back old members.

Sally Burnett stated she is interested in knowing how many members are not located in the US or Canada in connection with understanding the impact of virtual programming. Jen indicated a larger number of non-US members attended AAW Presents: Simon Begg, German Ring Turning event in September and she will look at the numbers more closely.

Virtual Programming

Jen explained that AAW's Woodturning Fundamentals LIVE! event is scheduled for November 6 and 7. Currently, AAW needs 475 paid registered attendees to breakeven. She expects registration to double before the event. AAW is trying new approaches to reach new audiences including using Google Ads, an ad in the Rockler Woodturners Journal digital newsletter, and an exchange email with AWGB (Great Britain). AAW's plans for member marketing and social media outreach will continue. Jen stated beginner programming may be undervalued by AAW members.

Funding 2022 Service and Infrastructure Initiatives

Phil McDonald indicated the Service and Infrastructure initiatives for the 2022 Budget are centered on member retention and growth, and include innovative new ad campaigns, website interface improvements, membership incentives, social media engagement, single sign on application for the AAW Forum, iMIS (membership administration) modifications to streamline certain manual membership processes, long-term headquarters facility planning, and Chapter Leadership Forums beyond the summer 2021 test.

Additionally, the budget detail for the in-person 2022 AAW Symposium in Chattanooga includes expectation of innovative improvements.

November Board Meeting Prep

Phil stated Board members will be hosted at the St. Paul Hotel which has two restaurants. The office is monitoring the arrival and departure of Board members.

He noted the Board meeting agenda is in the process of being laid out and to let him know about any agenda items that need to be addressed at the November Board meeting.

SYMPOSIUM COMMITTEE

2022 Chattanooga

Jay Brown reported all future AAW Symposia will be based on a hybrid model. For 2022, one room will be hybrid and the Committee will consider adding additional hybrid programming in future years.

Registration for the 2022 AAW Symposium in Chattanooga will open in November, or it could be pushed into December. The fee for the virtual portion of the program needs to be nailed down. Additionally, AAW does not want to discourage people from attending the in-person event in Chattanooga.

The Committee is working on identifying volunteers for Chattanooga. Volunteers need to be prepared and appreciated.

Jay said COVID-19 vaccine requirements were discussed by the Committee. The vaccine is not currently required by the City of Chattanooga or the State of Tennessee. AAW may require a vaccination to attend the in-person event in Chattanooga. Mike Summerer noted the Board needs to spend time talking about how to implement vaccine requirement at the November Board meeting. Linda Britt stated that youth under age 12 do not currently qualify for the vaccine.

2023 Demonstrator Selection

Jay indicated the Committee is working on the Selected Demonstrator list for the 2023 AAW Symposium in Louisville and expects to present it at the November Board meeting.

2024 Symposium

Jay explained the Committee is evaluating sites for the 2024 AAW Symposium.

2022 Member Meeting

Rick Baker asked how AAW will get people to attend the 2022 Member Meeting without paying for the hybrid event. It was determined AAW can offer a parallel webinar for those who want to be part of the Member Meeting.

POP COMMITTEE

Andy Cole reported that in 2022 Kimberly Winkle will take over as chair of the POP Committee. Merit Award Candidates

Andy stated the names of individuals being considered for the 2022 POP Merit Award and noted he provided bios for the candidates to Board members.

Andy made a motion the Board accept the nominee and alternate nominee selected by the POP Committee. John Beechwood seconded the motion, which was unanimously approved.

UPCOMING BOARD MEETINGS

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

- November 13 and 14 (St. Paul face-to-face, November 12 arrival date)
- December 16 - Remote

ADJOURNMENT

Andy Cole made a motion to adjourn the meeting. Linda Britt seconded the motion, and the meeting was unanimously adjourned at 4:08 p.m. Central Time, on Wednesday, October 20, 2021.

Respectfully submitted,
Jay Brown, Secretary