

## AMERICAN ASSOCIATION OF WOODTURNERS

Board of Directors Meeting  
Tuesday, September 5, 2023 1pm ET

### CALL TO ORDER

A regular meeting of the AAW Board of Directors convened at 1pm ET on Tuesday, September 5, 2023 via video teleconference. President Mike Summerer presided.

The following Board members were present: Ron Day, Linda Britt, Jay Brown, Sally Burnett, KC Kendall, Chuck Lobaito, Mike Summerer, and Kimberly Winkle. Also in attendance were Executive Director, Jen Newberg and American Woodturner Editor, Josh Friend.

### APPROVAL OF MINUTES

Mike Summerer called for corrections and/or changes to the minutes from the May 29/June 5 meeting. Mike offered changes to language related to the meeting adjournment and roundtable Symposium discussion that followed the close of the board meeting. *Chuck Lobaito, moved to approve minutes with those changes, seconded by Jay Brown. Motion passed.*

Discussion followed related to timing of meeting meetings preparation. Board requested a draft of meeting minutes within a week of the meeting and if not possible, within 2 weeks.

### EXECUTIVE SESSION

Executive Session was called by Mike Summerer.

### BOARD ELECTION RESULTS

A total of 3,288 votes were cast and tabulated by the independent external auditor Olsen Theilen. Top vote getters were Linda Britt and Jay Brown, who were elected to three-year terms beginning January 2, 2024. The Board recognized the results of the election.

Mike Summerer indicated that the Board has the right to appoint a Board member to a 3-year term. Chuck Lobaito nominated Reid Zimmerman to serve a 3-year term. The nominations were seconded and was unanimously passed.

Discussion continued about how to notify candidates of the results and announcements to the membership.

### TREASURER REPORT

Chuck reported that the Finance Committee continues to revise the financial reporting so the Finance Committee did not bring the most recent financials to the board for approval. The next meeting for the financial revision project is September 18<sup>th</sup>. Chuck expects to only need another month to develop reporting.

### EXECUTIVE DIRECTOR REPORT

Jen Newberg reported key accomplishments and challenges from marketing and programming teams which are highlighted in the written ED report.

### **Committee Reports**

Sally reported that since the announcement about the Irish Woodturning Guild affiliation, the French Woodturning association, AFTAB, has expressed interest in resource sharing affiliation. Woodturning groups from Great Britain, Australia and New Zealand have been in contact with TWB members. Sally, Mike and Josh are attending the IWG seminar and will discuss next steps in the affiliate with the Irish at that time.

Sally requested that at the November meeting we discuss defining resource sharing so that we can prioritize the next steps with IWG and other country affiliations.

Kimberly reported that the POP Committee updated a policy related to the Instant Gallery awards. Previous Instant Gallery award winners are eligible again after seven years.

POP Artist Showcase awards have been selected and will be announced to the membership.

The POP Committee is gathering suggestions for Symposium POP Panel topics. Tib is gathering the topics.

Kimberly requested that Board members send recommendations for the POP Merit Award to her by September 22 for consideration.

*The POP committee presented a motion to allow Board members to participate in externally juried AAW exhibitions with the opportunity to choose to receive 50% of sale price (or the same amount as non-board members are allowed). The motion was seconded by Linda Britt and unanimously approved by the Board.*

Ron reported that the Youth committee is planning on selecting another 3 instructors for the Symposium. He also reported that there was a communication issue regarding one of the youth Powermatic lathes granted at the Louisville Symposium, which has now been solved.

Mike reported that Al Miotke accepted an appointment to chair the Grants committee.

Ron reported that the Technology committee has updates to be posted on the website and are working with Matt Brubaker

KC Kendall reported on the progress of the Demonstrator Selection committee's selection of 2024 Portland demonstrators. 60 applications were received and reviewed. After the committee evaluation 33 demonstrators moved forward to the program balance stage of demonstrator selection. The committee is planning to bring a slate of demonstrators and demonstration topics to the Symposium committee for review in October.

Jay Brown reported on the status of the Symposium program, logistics and committee. Jeff Brockett has resigned from the Symposium Committee as National Tool Room Lead. Another volunteer has been identified.

The Virtual event was very successful and will continue in Portland with the same model of two broadcast rooms.

KC reported that Dale Larson, as Local Lead, declined to be scheduled for any demonstration rotations.

Initial location research for the 2026 Symposium is being conducted by the ConferenceDirect team.

**New Business:**

November Board Meeting Logistics and Agenda

The November in-person meeting will have a Board education component. Board members were asked to plan to arrive by 3pm Friday and schedule flights to depart after 2pm Sunday.

**Upcoming Meetings** (All Video Conference Times 4:00PM Eastern unless otherwise noted):

November 11-12, 2023 (all day)      In-person Working session & Board Meeting

December 14, 2023                      Online Board Meeting

Board discussion regarding 2024 meeting schedule including location of winter meeting.

Options include Portland, OR, Saint Paul, MN or in conjunction with a regional event (TAW in January or FL Symposium in February). It was suggested to hold the meeting in conjunction with the Portland local volunteer meeting on January 20 with some board members present in Portland and some participating via Zoom.

**Meeting was adjourned at 2:40pm ET.**

Respectfully submitted,

Jay Brown, Secretary

## Executive Director Report to the Board

### September 2023

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### 2023-2024 Workplan

Link: [AAW Workplan 2023-2024 v8.31.2023](#)

### Key accomplishments:

#### Content Marketing Strategy

Our Goal is to make AAW the primary online resource and hub for woodturning resources to increase engagement and increase membership revenue. We have:

- updated email templates and layouts to make them more mobile friendly and accessible
- aggregated/shared more educational and inspirational social media content from our followers daily (*see Audience Engagement*)
- Improved access and exposure for *Woodturning Fundamentals* by developing new webpage layout and utilizing new Adobe PDF embed functionality to make the new issues easier to read and find. This also allows us to share the content on social media much easier.

#### Virtual Programming Survey

Our goal is to better understand what types of virtual woodturning programming our member and non-member audience wants.

Based on 3,000 responses, there was a lot of useful information and a few key takeaways: Our audience prefers prerecorded content available to watch on their own timeframe. The subject matter and entertainment value are more important than featuring a “big-name” turner. They prefer longer online courses to be broken up into organized chapters. We are in the process of developing a plan to design and implement an online course series. This series will start by reengineering some of our previously recorded online demos into more polished course formats with additional, valued-added resources. We are also working on establishing a partnership with [TurnAWoodBowl.com](#) to deliver online education.

#### Chapter Engagement

Our goal is to bring more exposure to the regional events through AAW communications and establish AAW as the main source for information about all major woodturning events. This will also encourage chapter leaders to share more AAW communications and promotions with their members, leading to an increase in membership and registrations for AAW events.

We have:

- Implemented new content strategy for Events Email Newsletter, including increased the number of regional and local events included in the listings, featuring and highlighting regional events in special section, featuring event related content from our publications and YouTube
- Provided social media coverage at SWAT to generate content to increase online engagement with AAW and help promote the event. This also exponentially increased our impact from attending the event by reaching a much larger audience:
  - Facebook Reach: 63,755
  - Instagram Reach: 6,691
  - Top performing post – Donna Frazier demo video: reached 63,000 people in 5 days

#### Audience Engagement Metrics

|           | Reach YTD | Reach vs 2022 | New Followers YTD |
|-----------|-----------|---------------|-------------------|
| Facebook  | 633,769   | + 208%        | 928               |
| Instagram | 116,907   | + 153%        | 1,522             |
| Paid Ads  | 184,678   | + 100%        | N/A               |

#### Exhibition and Permanent Collection planning

AAW is in the early planning stages in partnership with [Studio Art Quilt Associates \(SAQA\)](#) for multi-stop exhibition in 2025 with juried work and pieces from the AAW Permanent collection. More details will come later as the partnership is defined.

Moving forward with planning an exhibition in partnership with Irish Woodturners Guild in connection with their 40<sup>th</sup> Anniversary. The partnership will include pieces from the AAW Permanent Collection as well as an exhibition in St. Paul in 2025.

#### Gallery of Wood Art engagement

Attendance at the Gallery continues to increase. We had 981 visitors between June and August 2023. Visitors were from 18 different countries and 40 of 50 states. [Viking River Cruise](#) lines has a tour stop at Landmark Center and promotes the Gallery of Wood Art as a highlight. We also have continued tours for RV groups.%

Comments from visitors:

- Great museum! I like the old lathes. I like the display that shows how different bowls come from different areas of the log.
- Wonderful exhibits! Very talented artists!
- This is what makes Saint Paul an amazing community. Enjoyed it so much.

- Long time turner & furniture maker. Very nice exhibit!

### **St. Paul Cultural Star Grant application moves to Interview stage**

AAW requested \$36,000 through the [St. Paul Cultural Star Program](#) to fund audience and stakeholder development for the AAW Gallery of Wood Art. The grant request has moved to the interview stage, to be held September 28. Grants will be finalized in December 2023.

### **Key Challenges:**

**Marketing technology system and infrastructure fixes.** AAW's marketing infrastructure has needed significant behind-the-scenes work to set up our communications efficiently and setup analytics to determine effectiveness. This has needed a lot of additional effort from the marketing team and partners (example, Albarella).

**2025 Symposium contract negotiations.** We are working with the primary 2025 Symposium site in relation to IATSE union commitment and our volunteer labor used to set up, run and take down demonstration breakout rooms. We are planning to come to an agreement by the end of September.

**Financial reporting revisions.** The monthly financial reporting continues to be inconsistent primarily due to the use of a series of excel documents for budgeting and reporting. The finance committee is working on several key projects that are solving the issues include: moving the monthly budget into QuickBooks (rather than tracking in Excel), simplifying the Chart of Accounts, using a Class system for program budgeting/expenses and building customized reports from QuickBooks. The timeline for these changes goes into 2024 Q1.