



AMERICAN ASSOCIATION OF WOODTURNERS

Board of Directors Meeting

December 19, 2024 via

Zoom

CALL TO ORDER

The meeting was called to order at 4 pm by President Mike Summerer. All Board members were present. Also present were Jennifer Newberg, Josh Friend and incoming Board member David Fellows.

APPROVAL OF MINUTES

A motion was made by Jay Brown, second by Reid Zimmerman, to approve the November 16-17, 2024 minutes. The motion passed.

ED RECRUITMENT

Lars Leafblad and Jamie Millard of Ballinger/Leafblad, Inc., who will be conducting the search and recruitment of a new Executive Director for the AAW, were introduced to the Board and staff. The Board has selected an AAW search committee to handle initial meetings with the firm. A timeline was presented to the Board with the expectation a new ED will be in place prior to the St. Paul Symposium in June. Lars and Jamie then left the meeting.

FINANCE REPORT

Chuck Lobaito stated his report is based on the ten months ending October 31, 2024. He advised cash is virtually unchanged from September and is down \$253K for the year. Registrations and sponsorships for the 2025 symposium are beginning to arrive and there will be an uptick in cash on hand through the end of 2024 and beyond. For the year both endowments and non-restricted investments have gained, with unrestricted investments gaining \$122K through October. Membership revenue has remained on budget through October. Additional auction revenue of \$50K was realized due to the Bill Luce auction. Symposium expenses are currently under budget.

2025 BUDGET

Jen Newberg and the Finance Committee presented the 2025 budget to the Board. Chuck Lobaito made a motion, second by KC Kendall, to accept the budget as presented. After a brief discussion, the Board accepted the 2025 budget as presented.

EXECUTIVE DIRECTOR REPORT

See attached report.

COMMITTEE REPORTS

Symposium Committee: Jay Brown advised the committee has added several new members - Steve Criscenzo, Ron Day (new Demonstrator Committee chair) and Melissa McGrath who is the new staff liaison. The announcement about the location of the 2026 symposium will be made in January, 2025.

Endowment Committee: Chuck Lobaito stated the committee met last week and made the transfers for the Equal Opportunity Grants (EOG).

Fundraising Committee. Reid Zimmerman advised a fundraising letter was going out to 8,000 people, which is the largest appeal in recent history. Supplemental emails are also going out. \$92K has been raised so far this year. Many people have added a gift to their membership renewal ranging from \$20 to \$100. Plans are being made for continuous fundraising in the future.

Strategic Planning Update: KC Kendall reported on strategic planning to date. Fundraising efforts being undertaken are one of the strategic plan's priorities. An updated compensation matrix and the differences between restricted and unrestricted funding will be discussed in upcoming Board meetings.

KC Kendall, incoming Board President, thanked Mike Summerer, outgoing Board President, for his leadership, and for his continued involvement in the ED search process.

KC Kendall moved to enter Executive Session, second by Chuck Lobaito at 5:30 pm.

Regular board meeting resumed at 5:50 pm.

Reid Zimmerman made a motion, with second by Ron Day, to present a holiday gift of \$1,500 each to Jen Newberg, Tib Shaw and Alexa Manning. Motion passed.

There being no further business, the meeting was adjourned at 5:54 pm.

Respectfully submitted,

Linda Britt

AAW Board Secretary

Executive Director Report to the Board

December 2024

Key accomplishments in the last month:

- So far, in December 1,714 members have renewed, joined or re-joined. Many of our most loyal members renew in December and renew by phone, so customer services needs are higher.
- 110 people are registered for the New informational webinar TONIGHT re: apply to Calls for Entry for AAW exhibitions. Thanks to Kimberly and Tib for implementing this new idea.
- Tib is working with Craig Edelbrock on the Ellsworth book. Plans are already in place for inclusion in the Journal in 2025 and 2026.
- 92 people have already registered for the Saint Paul Symposium. The Symposium Website has been updated with all demonstrators and demonstration topics and a promotional toolkit for demonstrators.

Staffing Transitions

- **Jane Charbonneau** retired on December 12 after 21 years of service to AAW.
- **Robyn Priestley** was hired as Administrative Assistant. She will start January 2, 2025. Robyn has a full career of non-profit and arts administration experience as well as is an artist herself. She will bring excellent customer services as well as administrative efficiencies to our team.
- **Matt Brubaker's** last day with AAW is December 19 – today!
- **The Director of Marketing and Communications** interviews will be scheduled for the week of January 13.
- **Melissa McGrath** has continued onboarding with a focus on meeting many of the volunteers and contractors working with the symposium.
- **The final candidate for the Website and Database manager position** remains interested in the position and is waiting for the health insurance option to be finalized.

In progress key priorities for 4th Quarter

- Complete Strategic Planning Strategies, Goals and Tactics with accompanying year1 Budget
- Creation of 2025 goals, outcomes and KPIs for staff and program areas.
- Finalization of 2025 benefits including health insurance plan and retirement.
- Begin site selection for 2027 Symposium.