



AMERICAN ASSOCIATION OF WOODTURNERS

Board of Directors Meeting

January 16, 2025 via Zoom

CALL TO ORDER

The meeting was called to order at 4:05 pm by President KC Kendall. All Board members were present with exception of Sally Burnett and Jay Brown. Executive Director Jennifer Newberg was also present.

APPROVAL OF MINUTES

A motion was made by Chuck Lobaito, with second by Ron Day, to approve the December 19, 2024 minutes. The motion passed.

ED REPLACEMENT SEARCH

KC Kendall advised the search was underway for a new Executive Director. A position description is being finalized and the search will be going live in one week.

FINANCE REPORT

Treasurer Chuck Lobaito advised the financial report is through November 30, 2024. Revenue for the St. Paul symposium registrations, sweepstakes and trade show fees is being received. Event and merchandise revenue is outperforming expectations. Investment income is up from 2023. The AAW is still in a positive financial position.

Reid Zimmerman moved to accept the financial report, with second by Ron Day. Motion passed.

ENDOWMENT COMMITTEE REPORT

The Board received and accepted the Endowment Committee report. Jen will make a formal request to the committee to release the 2025 funds prior to the next board meeting. All funds go into the AAW budget for educational purposes, with a portion going to the Grants Committee.

DEVELOPMENT REPORT

The AAW received \$17,000 in donations during December 2024. The direct mail campaign is having slow results reaching its goal. The St. Paul Cultural Star grant is ready for contract, and funding will be used for the St. Paul Symposium and Gallery of Wood Art to engage the local public. Notice of a \$2,000 bequest legacy gift was received. The Development Committee will be making phone calls to donors thanking them for their donations.

EXECUTIVE DIRECTOR REPORT

See attached report.

OLD BUSINESS:

Strategic Plan: Work on the Strategic Plan continues to progress. Jen is currently working on the Key Process Indicators.

POP: The revenue and expenses for 2025 for POP were approved in the 2025 budget. Jen advised the 2018 Policies and Procedures agreement with POP should be updated due to recent changes, and a procedure for scheduled reviews set up. Jen will submit a proposed update.

NEW BUSINESS:

KC appointed Ron Day as chair of a new ad hoc committee to assess the compensation matrix for demonstrators and volunteers and provide the Board a report in July. No changes will be made prior to the 2025 symposium.

A recent proposal to have the AAW create a woodturning certification program was received by the AAW Board. Reid Zimmerman made a motion that: "The Board should decline to create a woodturning certification program at this time", with a second by David Fellows. After a discussion about strategic priorities and financial resources available, the motion passed to not create this program. Jen will advise the individual of the Board's decision.

Reid was appointed by KC as chair of an ad hoc Office Space Assessment Task Force Committee to assess the current lease and amount of office space the AAW offices and Gallery of Wood Art need for the future as the current lease in the Landmark Building expires in December, 2025.

KC requested that all committee chairs send their meeting information to Robyn at the AAW office, who will ensure it is posted on the AAW Board calendar.

KC noted that the fires in California have affected many woodturners. Ron advised he would contact chapters in the region and put any information he received on the member and chapter leadership forums, and the AAW will do a social media post expressing concern and condolences for woodturners affected by the fires.

There being no further business, the meeting was adjourned at 6:00 pm.

Respectfully submitted,

Linda Britt
AAW Board Secretary

Executive Director Report to the Board

January 2025

Key accomplishments in the last month:

- Since the last board meeting **1,151 members have renewed, joined or re-joined**. Many of our most loyal members renew in December and January and renew by phone, so customer services needs have been very high. Current Membership is 14,102 members.
- **Symposium registration** has grown from 92 to 390 since the last board meeting. 148 attendees took advantage of the New Year's Discount of \$25. Compared to last year's Cyber Monday discount (175 uses) but in 2024 we rolled out the Cyber Monday discount before the Chapter Group Discount so there was confusion from members regarding the 'best deal' and we had to do several adjustments after the campaign. So far the Chapter Group Discount (\$40) has been used by 117 members, which is 23 members higher than this time last year. While most members are able to register online independently, the New Year promotion and online event registration did require an increased amount of member support via phone and email.
- A **New Member campaign** launched 1/13/2025. This campaign offers a free copy of Tips and Tricks to new (and some lapsed) members. Members join online and then receive an email with a link to the digital version of the book and a code to purchase the printed book. The book is complementary; however the member needs to pay for shipping (~\$5). Promotion applies to General and Family memberships only (not online, student, educator memberships). The promotion runs until February 1. External promotions include Facebook and YouTube.
- **Chapter Insurance renewals** launch week of January 20. Annual renewals increased from \$200 to \$225. Preparation includes updating website and FAQ documentation, drafting chapter communications and setting up invoices for online and check payments.
- **Common Roots Member exhibition is coming down** in the Gallery. A curation of the Permanent Collection will be exhibited before the POP Exhibition later this spring.
- This past weekend **Tib represented AAW** at the Furniture Society event honoring John Kelsey and also deepen relationships with Museum for Art in Wood, Jennifer-Navva Milliken and Rago Auctions, Suzanne Perrault and several wood artists and collectors, including Mark Sfirri and Dan Zobel.
- **Ellsworth Legacy Book project** is starting the fundraising page. AAW is hosting a giving page dedicated to the project and a website is being developed for the project.
- **2025 Annual Goals and Key Indicators** creation is in progress slightly delayed due to new staff onboarding and high member services needs.

Staffing Transitions & Human Resources

- **Robyn Priestley**, Administrative Assistant, started January 2, 2025. Robyn jumped right into member services phone and email support during her first few weeks of very high volume. Training on billing, Journal contracts, grants and chapter insurance was postponed until after member services volume decreases.
- **The Director of Marketing and Communications** interviews were postponed to week of January will be scheduled for the week of January 20 and 27.

- **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.
- Received additional advice on health insurance plan options and best options for AAW size organization.

In progress key priorities for 1st Quarter

- Work closely with YPTC Accountant to transition from QuickBooks Desktop to QuickBooks Online (Jan 21-23)
- Continue on track with Symposium planning meeting calendar milestones for registration and program planning.
- Develop Chapter Relations strategy with Yr1 focus on robust communications calendar that include chapter leadership peer community and a regular chapter leadership focused e-newsletter.
- Finalization of 2025 benefits including health insurance plan and retirement.
- Review bids for 2027 Symposium site.