

## Board of Director's Meeting

20110105

Meeting opened at 7:00pm

### In attendance:

Lisa Sasser (2012) ñ President,  
Chris Gunn (2011) ñ Vice-President,  
John Miller (2011) ñ Treasurer,  
John Mumaw (2013) ñ Clerk,  
Joel McCarty ñ Executive Director,  
Adrian Jones (2011),  
Collin Beggs (2012),  
Clark Bremmer (2013),  
Gabel Holder (2013)

### Agenda:

Revisions to 2011 Draft budget

Randy Churchill is still on leave and will miss the F2F but hopefully we'll hear from him by the February call.

John Mumaw pointed out that he was recording the conference call in order to aid with keeping the minutes. No objections were made but it was noted that the mention of recording would be made for the next few conference calls.

Lisa asked for the minutes from the Dec. 1 to be discussed and/or approved. They were approved unanimously.

Lisa welcomed the new board members.

Joel summarized his latest revisions and mentioned that 2011 probably wouldn't look good. He has modified his expenses for the apprenticeship program based on previous executive board meetings as well as numerous other minor changes.

There was some initial discussion on the budget format and the detail versus summary that is available for review.

The board proceeded to review the third revision to the 2011 budget. It was decided that the discussion would proceed through the six categories of income starting with advertising.

Advertising is down in our print publications mostly due this year to the withdrawal of two major advertisers. John Miller noted that advertising is down in print

publications everywhere and that if we don't embrace web advertising is some form that we will continue to suffer loss of income from this source. Currently there is still a lot of opposition from the publications committee on web advertising. Much of it centers around the idea that advertising is unsuitable for a non-profit organization, but as Lisa pointed out even non-profits these days do some sort of advertising. Lisa thought that if we structured the advertising more like what is done on public radio that there would be more acceptance. Adrian said that even if we were able to bring advertising back to what it was that it would not make a lot of difference to the bottom line and that we should focus our time and energy on more lucrative items such as projects.

To raise the income from auctions Joel is going to make sure that we have at least one big ticket item generated at the conference or at a pre-conference workshop. He believes that he is on track for having something ready for Fort Warden. The Port Townsend School of Woodworking will be co-sponsoring a workshop led by guild member Dale Brotherton. The structure will be some sort of Japanese inspired building. Lisa then suggested that if we open up the auction to people in the local community we might have a better auction and a chance to recruit new members. Gable pointed out that there's always the danger of not having a high enough bid on a big ticket item we we don't try to line up potential buyers ahead of time. Joel hopes to have a design worked out for the workshop structure this week or next. Lisa offered to work up a brochure if Joel could get her some sort of drawings of the structure. Adrian is concerned that asking the board members to contribute to the auction is a bad idea and exploitative. Chris pointed out that it also appears to be in conflict with the stated policy of the Guild, that board members are not required to contribute monetarily to be on the board. Lisa pointed out that it is not uncommon in non-profits to ask board members to contribute to the organization. She continued that while it might be understood that contributions were expected that it was maybe a little crude to be stating it thusly.

Montebello was the last conference for awhile that will be at a high end resort type venue. We are trying to go back to more affordable venues similar to the early days of the guild. The goal is to make conferences affordable to members who work in the shops. Joel has a fair amount of detail available for review on the Fort Warden conference and Will Beemer and John Miller have been looking over his shoulder to make sure nothing is being left out. It will be possible to attend Fort Warden for \$325 including lodging. Adrian said that of all of the budget items the conferences seemed to be the most fleshed out. He is concerned that even with lower priced conferences we still might have poor attendance. As an example he pointed to last year's rendezvous' that were not as well attended as we had hoped. Lisa said that even though they were not as well attended as we had hoped they had many benefits in terms of forging new relationships with like minded organizations and satisfying members needs for Guild projects to participate in.

Lisa asked if the TTRAG conference was finalized yet and Joel said he expected an answer later Wednesday.

Joel is still trying to get us out of the saw base business. He has an agreement in place with Timberwolf Tools to take over as soon as they see what the last order cost. Clark asked why we weren't going to create more merchandise to sell since the margins appear to be good.

The Apprenticeship program is currently not using all of the funds received but that should change this year and the goal is to have nearly all of the income spent on programs for the Journeyworkers and Apprentices. John Miller hopes to have a budget put together for the Apprenticeship program by next week.

While there is a slight uptick in last month with memberships, Joel doesn't see that as a significant trend. Joel is optimistic that the new e-membership will be appealing to many. Lisa said she wondered if we might be able to attract more student members. Joel pointed out that currently student fees don't cover expenses. Lisa suggested that maybe student memberships should by default be e-memberships. Adrian wants us to stop blaming the economy for a decline in membership and look for ways to try to increase membership despite the economy. Adrian said that his anecdotal evidence is that many members or former members don't see any perceived value in being members of the Guild. He feels that for the Guild to remain healthy the core membership needs to be comprised of working timber framers. John Miller said that the Apprenticeship program was designed to directly address the issue of perceived value. Lisa mentioned that she feels that the Guild should work to align itself with like minded organizations. This might expose more people to the Guild and attract more members.

Adrian would like to see four or five action items for each of the six budget items and we could vote on what we wanted to focus on. Lisa suggested that we could use more in depth action items about upcoming projects. Adrian said that he feels that selling more projects was the key to increasing the financial health of the Guild. Adrian offered to work with Joel to figure out how to sell more projects. Lisa mentioned that it was important for all of us to be constantly looking for good project opportunities.

John Miller said that he wasn't sure how long it was going to take to get this budget exactly where we all wanted it. He suggested maybe we accept it as a working budget and amend it as we go. Adrian agreed that this budget was ok as a working budget but that we shouldn't wait too long to get it to show a net gain. He suggested that each board member should pick a part of the budget to come up with some action items to have ready at the F2F. Lisa said that AI Anderson suggested almost the same thing as a format for the F2F when she queried current and former board members as to a format for the F2F.

We adjourned at 8:41 pm

Submitted by John W. Mumaw

