

APPROVED 10/8/2008

Timber Framers Guild Board of Directors Conference Call September 3, 2008 – 7:00 EDT

In Attendance

Directors – Al Anderson, Brenda Baker, Sandy Bennett, Leon Buckwalter, Rick Collins, Chris Gunn, Whit Holder, Curtis Milton, Grigg Mullen.

Staff – Will Beemer, Sue Warden

Absent – Joel McCarty – on vacation

Minutes from the August 6, 2008 conference call were approved. Joel will post to the Guild website. Brenda will send approved copy to Becket office for the records.

Discussed Action Items from the August minutes.

August Action Item – Increase hours and compensation for Maureen.

Curtis would like to take a look at retained earnings rather than look at specific project income before making a decision.

Action Item – Joel – Calculate project specific net dollars for next Board call.

August action item – Product Sales on the website.

Whit talked with members regarding product sales on the TFG website. Response has been positive. Year to date 49 sawbases and carts have been sold via the Guild office. It is perceived as a member service and a resource for items that cannot be obtained easily from other sources.

August action item – membership discounts and incentive.

The Membership Committee compiled a list of recommendations to stimulate membership. Curtis would like to have more analysis of what the goals are and how they will be met and measured. Discussed a survey to obtain information from new members and returning members. Chris is concerned about retention and turnover. Why would members not renew?

Whit is developing a list of names of timber frame companies and members that no one within in the Guild has heard of. He will send the list to Joel for a follow up recruitment phone call. It would be good to have a minimum of one Guild member from each shop. There was discussion of incentives to bring members. Will feels it should be done as a Membership drive with a package offer.

Al asked why we are trying to bring in more members. Much discussion concluded that it is to maintain the health and growth of the Guild and timber framing. Continued conversation on how to recruit and increase the membership. Currently the membership breakdown is 50% Professional/50% Non-professional. There is no conclusive number of shop professionals. Discussed the possible effect of fewer projects on membership numbers.

Rick proposed that the Guild membership is increased in the form of a Membership Drive by a minimum of 200 additional members by the end of the year. The Board supported that proposal by consensus.

The Board responded specifically to the recommendations from the Membership Committee:

1. Offer a \$30 membership discount for members who elect at the time of membership renewal to receive all membership related Guild publications (e.g. Scantlings and Timber Framing) electronically as a .PDF file. – **Board approved \$20 discount.**
2. Offer a one-time, first year, \$30 membership discount for new members. **Board approved \$15 discount. No electronic discount for the first year of membership. Board feels new members should**

APPROVED 10/8/2008

- receive written copies of Guild publications. 'New members' are defined as those who have never been prior Guild members.*
3. Offer a \$25 referral fee to existing members who bring a new member into the Guild.. **Board agreed. This is to be used as credit toward Guild purchases including membership costs.**
 4. Offer a \$25 membership discount to members whose memberships have lapsed more than 12 months if they rejoin the Guild. **Board –did not accept.**
 5. Offer a \$10 membership renewal discount for members who renew without having to be proactively asked by the Guild to do so. **Board – yes- with automatic credit card renewal.**
 6. Offer a 10% member discount on tuition fees for Workshops and Rendezvous. **Board – yes.**
 7. Offer a 15% member discount on all merchandise purchases from the Guild online store. **Board – yes except for Charlotte Cooper's books.**

Curtis feels there should be a membership drive and that we also need to increase the electronic offerings to the members. Value currently comes through publications, curriculum, projects, and conferences.

Will thinks that November 1st is a good date for launching the Membership Drive with optimism for getting 200 additional members. Information can be included with election materials.

Financials

Numbers are down. Currently revenues are down, expenses up. Fall projects and Eastern conference still to come. All numbers from Camp Letts are not in. The thatched room structure that the Danish group donated is still to be sold. Will says there may be a buyer, but that is still to be determined. Will to work with David so Sue can incorporate the budget numbers into the full budget.

Lifetime CD is due to be rolled over soon.

Executive Directors Report

Will and Joel each submitted a written report. Will discussed Camp Letts. Feels that it was an educational success, but too much offered for the number of attendees. Certifications were popular. Will would like to see reduced administrative costs.

Committee Reports

Projects Committee – Things are going well with projects. There is quite a bit lined up for 2009. Maureen is doing a nice job keeping project information updated and posted.

Silver Park is at capacity, the community is strongly supporting it. Kudos to Jennifer Anthony for her efforts and hard work.

Curtis asked about recruiting more regional instruction. Whit responded that the Projects committee realizes that local instructors are a good idea, but if that isn't possible then qualified instructors will be brought in. Rick would like to see a plan for recruiting more local project leadership.

ACTION ITEM: Board requests that the Projects Committee look at recruiting qualified instructors for the 'instructor pool' from local resources at project locations. There is a Project Instructor qualification profile.

Conference Committee – Committee met on 8/25. Written report submitted. Board will meet at the conference on Thursday at 6:00. Will to send out specific location. HR committee to meet on Sunday following the conference. Time and location to be determined.

Scholarship Committee – Will sent out scholarship spreadsheet in August. There are still funds available for 8 to 9 scholarships at the Eastern Conference.

Curriculum – Report submitted. Brian Ward's reports have been sent to the engineers for review.

Publications – Report submitted. Will is hoping to have more time to work on publications since David is taking on more conference organization. There should be good information for articles coming from Frame which Will, Grigg, Rick and Whit are attending.

Old Business

APPROVED 10/8/2008

Electronic voting – There will be information in Scantlings explaining the process. It will be in effect for the election this year.

TcccCAT - This is a non profit Board assessment organization. The TFG Board recommends that we move forward with the assessment. HR committee will assist.

New Business

Executive Committee – Curtis would like to streamline and improve communication. Is looking to the Executive committee as a means to assist with that. The purpose of the Board is to establish goals, set policies and procedures, and to work on long range planning. Board would like to increase opportunities for more strategic planning.

Call concluded at 9:40.

Next call October 1st at 7:00 Eastern time.

Respectively submitted

Brenda Baker
TFG Clerk