

NWBA Board Meeting, 7/25/20

Draft minutes for approval at the October Board Meeting

President and chair Kellen Bateham called the meeting to order at 1305 and began recording; he established Clair as Zoom co-host. In attendance were Kellen Bateham, E Clair Guy, Pele Warnock, John Karlik, Anthony Reich, Bart Turner, Silas Maddox, Lee Cordochorea, Dorothy Cordochorea (joined at 1328), Byron Johnson, Jim Garrett, Bhakti Sa, Spencer Knight (joined at 1400). Morgan Kirk and Patricia Dawson did not participate by prior arrangement. John Huffstutter served as recorder and left the meeting at 1458.

Kellen asked for immediate action by the Board to appoint Bart Turner to the vacant board position; \_\_\_ moved and \_\_\_ seconded the motion, which passed unopposed on voice vote.

The minutes of the April meeting were presented for approval. Kellen identified one error concerning the value of the Zoom account which will be administratively corrected. Silas Maddox moved to accept the minutes as corrected, Pele Warnock seconded, and the motion was approved on a unanimous voice vote.

John Karlik provided a verbal treasurer report, the bottom line being a current balance of \$39,956 (as clarified by John Karlik via email after the meeting). Written reports and a Profit & Loss snapshot were requested for Hot Iron News and for the officers.

Kellen relayed that Patricia Dawson reports nineteen new members, plus seven that Bhakti Sa reports, for a total of twenty six new members, and a total of 383 current members. Seven member surveys have been returned, and Bhakti said he will talk to Patricia about typing up results. Membership is down, probably due to the lack of this spring's conference. Patricia is in the process of making contact via email with each member to ask for a renewal. This segued into discussion about membership options and Hot Iron News subscription options. In the past, a so-called "fifth quarter" copy of Hot Iron News was sent to expiring members in hopes of obtaining their renewal. It costs \$750 a year for this practice, which appears to be less than optimally effective, and Kellen suggested it might be a good idea to end the practice to realize the savings of \$750; it would also ease Patricia's workload. Reminders can be done in other ways, and Patricia recommended via Kellen some tactics for reminding members of upcoming renewals at a cost of less than a dollar per member instead of the several dollars cost of an extra issue and postage. After some further discussion Silas Maddox moved to implement Patricia's recommendation to replace the "fifth quarter" Hot Iron News copy with a more effective reminder process. Pele seconded, and after a brief discussion, Kellen called the vote. The motion was unanimously approved.

Part 2 of the membership and subscription discussion, also an idea from Patricia on member renewals, would spend about \$700 to send a mailing to 600 lapsed members including preaddressed renewal envelopes. Silas point out that 12 returning members would about cover the cost of this effort (which comes out to about the same cost as the savings from ending the "fifth-quarter" practice). Silas moved to accept Patricia's idea and John Karlik seconded. In discussion, it was confirmed that mailings will reach back four years to 2016 to reach about 600 lapsed members; it was recommended that the mailing include a feedback mechanism to learn why the lapsed member was or was not renewing, without trying to replicate the survey that has already been sent to members. It was recommended that ongoing

projects including the upcoming auction be used to encourage people to renew. Kellen called the vote, which carried unanimously.

One last item from Patricia proposed putting 160 past issues of Hot Iron News onto flash drives (even though not searchable), possibly embossed with the NWBA logo, for sale to members. Patricia thought she could do the task more cheaply than our Hot Iron News publisher. There was some discussion about the process of obtaining and loading the flash drives, and the costs of options, timing of the initiative, potential other uses for the drives if obtained in quantity, possibly obtaining rights to old Blacksmiths Gazette issues for inclusion, and creating searchable digital files in the process of loading the drives. The idea was generally well received but will be further researched and presented for action at a later time.

Kellen opened the floor to non-agenda items; none were presented.

Kellen emailed his outline on proposed new membership options. There are currently three levels: full membership at \$60, a \$15 quarterly membership, and a \$30/year Hot Iron News-only subscription.

Proposed: continued full membership paid in full annually, with full access to electronic and printed resources and access to physical and digital events, and membership voting privileges. Adding a new digital member \$5/month with color digital HIN, access to Digital Demos, but no website access, and option to attend events with \$15 surcharge for insurance coverage for that event, or option to shift to full membership with pay-up; can be auto-renewed/recurring payment, (but may have to adjust timing in software). Silas moved to accept with a provision to make this a recurring monthly so we don't have to pursue each member monthly. Pele seconded, Clair mentioned the possibility of charging \$50/year if people opt for the full year digital membership; discussion ensued about how to do it and its value. This circled discussion to possible future tools for managing membership if the workload starts to become unmanageable. Silas agreed to modify his motion to include the \$5/month auto renewal or \$50/year. Kellen suggested fireside chats should not be included in Digital Memberships. Silas asked and it was decided that digital members would not have voting privileges. Clair said she was calling it a digital subscription and not a membership for those reasons. To clarify the motion, it is to create a \$5/month automatically renewed or \$50/year digital subscription (name pending) to NWBA current digital content, but not past HIN issues or voting or fireside chats, with an incentive toward full-membership at \$60 which would include event attendance and other rights and privileges. Motion carried unanimously.

A Hot Iron News digital subscription exists, but the question was raised (according to Silas, by Ike Bay) about offering a simple hardcopy HIN subscription only, to enable delivery of copies to schools, libraries, etc. ? Silas moved to change from digital subscription to print subscription. Motion carried unanimously.

It was asked if the \$15 quarterly membership option can be ended, given the new options. It was decided in discussion to keep it as an option for Mentoring Center drop-ins and young members, but remove it from advertising on our website. The question arose and was deferred about what our insurance requires ("membership" or surcharge?).

Communications Committee: Bhakti said Dave Lisch is up for doing a monthly knife session. Clair highlighted our very good social media numbers. More YouTube content is coming as it's edited and produced by Morgan and Lee. The process takes time and involves a learning curve... and intros/outros are being developed for our content. Our online presence is good and improving. Clair pointed out that the member roster has info on membership expiration dates, and she'll post info on how to find that

info. The Digital Subcommittee (Kellen as chair, Morgan Kirk, Pele Warnock, Billy Ottaviani, Brian Campbell, and Bhakti Sa) has been moved under the Communications Committee by unanimous voice vote, following a motion by Pele seconded by Silas.

Budget and Finance – Patricia said she has reached out to “Make” magazine; response is pending.

Insurance – Pele says we will have a new provider (the same as CBA, due to our similar programs, etc.). She will provide more info via email. “Faun” our new broker is helpful and will have info to us soon. Liberty Mutual dropped us as “too risky” (youth programs, etc.) therefore we have urgency to get new coverage. Kellen will be call an emergency board meeting in a few weeks to address this insurance issue. Bhakti asked for some help valuing tools at MC (establishing replacement value for the new policy). Arch Insurance will continue our Directors and Officers Insurance. Bhakti pointed out that Post Office box renewal is coming due. Kellen called a recess, and I stopped taking live notes at 1513, and will resume notes from the recording. I left the meeting at 1514.

Events and Programming – Silas – It appears it will not be possible to hold Swaptoberfest, so our events going forward will be digital until determined otherwise. Spring conference (proposed for May 21-23, 2021) will be addressed in committee. Shipping “hubs” are being set up by key people to assist with the upcoming October auction. Bart volunteered for the auction committee. There was some discussion about the auction and how it will work. Some discussion ensued on Swaptoberfest and other alternative online events to be left to committee. Silas moved to cancel the physical event, Spencer seconded, discussion was minimal, and the motion passed unanimously on voice vote.

Member Services Committee has two subcommittees including one for estate planning with Jim Garrett as chair. The committee created a mission statement and “How Can We Help” guidance for members/heirs on major life changes and seven ways NWBA can help from counseling to valuation agents, donations (restrictions), appraisals (legal/financial), a list of dealers who can buy/resell, auctioneers/sites, and an endowment fund (future NWBA initiative). Logistics (storage, moving equipment, time-sensitive response for emergency situations) surrounding estate planning assistance will have to be addressed in committee. Kellen suggested addressing how to establish and manage an endowment fund “sooner rather than later” because a so-far anonymous member plans a substantial donation, and Kellen will be seeking legal guidance as the situation develops. Kellen asked for a motion to form an estate committee with Jim Garrett as chair; Bhakti moved, Pele seconded, and the motion passed on a unanimous voice vote. An advisory subcommittee is the second new item under Member Services, and Joe Elliott with Lee, Jim, Rashelle and Berkeley will be leading this effort to recruit past officers and long-time NWBA members. Kellen assures us that that group will let us know “directly” if we’re doing something wrong... Jim delivered a drafted mission statement for the subcommittee. Kellen asked that at least one member of the committee will attend every board meeting. Silas made the motion to establish the subcommittee, Pele seconded, and the voice vote was unanimous. Silas left the meeting after the vote.

Nominations and elections – Again Jim Garrett: four positions will be open and three are up for re-election (Bhakti Sa, John Huffstutter, Bart Turner) and it is time to obtain additional candidates.

Last items: Kellen is following up on possible rent rebate from Cowlitz center

New Business:

Pele, leading the youth committee, has Anthony's son Peter as possible demonstrator. The committee is also pursuing some YouTube videos especially highlighting safety, and a possible 30-second stock intro on safety basics with links to follow-up in-depth videos. She will cross-link with the Digital committee.

Dorothea mentioned adding the "In Memoriam" area (to the tree?).

Oct 17 is next meeting, at 1100. This will not be "the" time from now on.

Meeting adjourned at 1614.