

Guild of New Hampshire Woodworkers

Board of Directors Meeting

Location: Virtual via Zoom

Date: 12/16/2020, 6:00PM

Attendees: Bob Wyatt, Jim Seroskie, Jim Forbes, Claude Dupuis, Peter James, Jon Siegel, Gary Canning, Phil Glover, Elliott Savitzky, Mike DiMaggio, Tony Immorlica, Dave Foote, Steve Costain

Absent:

1. Presidents Message Bob Wyatt
 - B.O.D. virtual meetings will be conducted on Zoom from now on
2. Secretary Report by Philip Glover
 - Approval of the Meeting Minutes of 11/18/2020
 - Motion to accept made
 - Motion seconded and accepted
3. Treasurers Report by Jim Forbes
 - Financial documents were emailed to the B.O.D. prior to this meeting by Jim Forbes
 - Reports reviewed with no changes
 - Discussion of Money Market Acct.
4. Membership Report by Jim Seroskie
 - Membership report was emailed to the B.O.D. prior to this meeting by Jim S.
 - 171 new members joined the Guild in 2020
 - The current level is 637
 - In 2013 the membership was 550 for comparison
 - To date there are 279 one year and 358 two year memberships
 - There are eleven memberships remaining for re-up
 - This year there were 150 memberships paid for with PayPal and 328 paid with credit card (NEON)
 - Membership cards
 - Quality of service has degraded from current vendor (Plastic Printers)
 - All cards have been bad
 - Glue problem was fixed, but it returned
 - Card placement was out of position

- Received three options / quotes from The Copy Shop
 - Will send samples to Jim Seroskie
 - The Copy Shop can box cards and send to anyone to be mailed
- We have about \$300 in leftover inventory
- Discussion
 - Peter James
 - How often will The Copy Shop run batches of cards?
 - ◆ Answer – every other month
 - Jim Seroskie
 - Asked for a quote to do small batches from The Copy Shop
 - Digital Card
 - ◆ Older members may not like the digital card
 - ◆ Advertisers seem to prefer the plastic card
 - Jim S agreed to do a member preference survey
 - Peter James
 - Believes that members will prefer a plastic card

5. Journal Report by Jim Seroskie

- Sent out last Journals to new members
 - All of Jim's copies are gone
 - Bob W. has 25 copies on hand
- New Journal will be 88 pages max because of mailing
 - 13 oz. is the limit for First Class mail
- Bob W. suggested that a Journal promotion be put on the Guild website
- New Journal will come out in May
 - order about 75 extra copies
- Bob W. recommended keeping a few extra copies of the current edition until May
- Discussion
 - Tony I.
 - New members are not concerned / interested in the promo Journal copy
 - Tony promotes the Guild website to new people that he talks to
 - Elliot S.
 - Giving copies to influencers, like Tom McLaughlin, helps promote the Guild
 - Recommends giving extra copies to Tom to hand out
 - Tony I.
 - Notify Tom M. that is "while supplies last"

- Gary C.
 - Members can look at the digital versions on the Guild website
- Jim F.
 - Digital version is an incentive to join the Guild

6. Touch Ups report by Claude Dupuis

- There is a new David Lamb article
- Jim S. posted links to Facebook and Instagram
- Discussion
 - Mike D.
 - Send a letter to David Lamb congratulating him on his Cartouche award
 - Will there be an article in the next Journal about his chest?
 - Jim S.
 - A person from the Cartouche committee contacted him
 - They like the Guild grant program
 - Cartouche organization is shrinking
 - Cartouche website needs updating; it's text heavy
 - They asked how the Guild generates income; they are having financial problems
 - Peter J.
 - Colonial Williamsburg is also having financial problems
 - Bob W.
 - The Guild is fortunate that is doing well in spite of its aging demographic

7. Preliminary 2021 Budget Planning by Jim Forbes

- Will be status quo for at least the next six months due in part to the COVID-19 impact
- There may be income by the fourth qtr.
- Estimated about 650 members by end of 2021
- Projected income to be flat
- Grant funding is dependent on Sunapee fair
 - It did not take place in 2020
- Sunapee fair happening in 2021 is unknown
- Discussion
 - Dave F.
 - Should money be allocated for speakers?
 - Tony I.
 - It is on line 43, budget for Gen. Mtg.
 - Do we pay for a speaker for a Zoom General Meeting?

- Jim S.
 - Do not stop the General Meeting because it is virtual
 - Will have a General Meeting in Feb.
- Bob W.
 - Will inform Subgroup coordinators that we may use some of their Guild allocated funds for virtual speakers and demonstrators open to Guild members
- Tony I.
 - Will work on finding a speaker for next General Meeting
 - Put \$2,000 on line 43
- Bob W.
 - Will have a General Meeting at least once per year at a minimum
- Jim S.
 - Two General Meetings are not enough
- Peter J.
 - Get a big TV name presenter for the next meeting
 - John Beaver did an excellent demonstration from his shop
- Tony I.
 - Asked for more suggestions
- Jim F.
 - The budget is optimistic
 - Wants input from others
- Claude D.
 - Add \$1,000 to line 33
- Jim S.
 - Video tours can be a subject for meetings
- Mike D.
 - David Lamb would probably do a tour of his shop
 - Offer \$500
- Tony I.
 - Videos need to crisp
- Jim F.
 - Presenter can talk to an edited video
- Jon S.
 - Internet is not necessary to make a video
- Peter J.
 - Show pieces being made in progressive stages

8. GNHW Facebook and Instagram accounts update by Elliot Savitzky

- Bob Couch made a Guild Facebook page in 2010
- Both the new Facebook page and the 2010 page can coexist
- There were 10 Facebook members in November and 66 as of 12/14/20

- Need to correlate new members joining to Facebook page
- A Facebook account is required to use the Facebook page
- Discussion: Facebook
 - Jim F.
 - How does one differentiate between the two pages?
 - The Bob Couch page has a different name
 - Peter J.
 - Bob C. made the page when he was president
 - Bob C. maintains his site, it has no logo on it
 - Elliot S.
 - Goes on the page almost every day to post links
 - Bob W.
 - Found out the Bob C. page from an invite notice
 - Tony I.
 - What is the Bob C. incentive to continue this?
- Instagram page update
 - Has been making posts
 - Elliot S. is the only person that can make posts to this page

9. Video Recordings – GNHW YouTube Channel update by Jim Seroskie

- Approximately 3200 views to date
- There are 164 subscribers
- More videos are in the pipeline being produced
- Claude D. is producing a video making a peppermill
- Making videos at woodturning shops

10. New Business

- Jim F.
 - Will send out budget updates
- Jim S.
 - Will send out survey for woodturners

11. Other

- Terry Moore is home recovering

Meeting adjourned at 8:00PM

Next B.O.D. meeting is 01/27/21 @ 6:00PM

