

Minutes
CBA Board Meeting
Saturday-January 8, 2011
Winter Drew Design Metalwork
Marina, California

1. Attendance-

CBA Board of Directors: Laura Parker, Lowell Chaput, Russell "MORT" Mortensen, Julie Henry, Alan Drew, George Dunajski, Lance Jensen, Joe Koches, Herb Upham,
Committee Members: Kirk McNeill, Mike Mumford, Georg O'Gorman
CBA Members: Mark Aspery, Randy Augsburg, Mario Baggiolini, Linda Chaput, Lisa Guthrie, Bob Jensen, Thomas Laman, Richard Schrader, William Stuart
Guest: Jerry Mumford

2. Approval of agenda

Laura P presented the agenda for the meeting. Julie H chose to make an addition of Wayne's World under new business. Moved to approve by Herb U and seconded by Joe K.

3. Approval of minutes 10/02/10

Mort distributed copies of the minutes. Herb U moved to approve the minutes, seconded by George D. Vote to approve passed unanimously.

4. Treasurer's report

Julie H presented a 5 page report. Julie H, Alan D, Lisa G had met on 1/7/11 for a 2 hr meeting of the Finance committee. Group discussion of Oktoberfest making "close to \$2000.00" and the wrap up Oktoberfest conference call on how to spend less on the next Oktoberfest. (Less food and fewer portapotties). Report line item 6013- Registration to be moved over to "Conferences and Expenses". We are almost done with expenses this year and have brought in almost 75% of estimated income. Julie was doubtful if we can bring in 100%, and estimated it may be more like 85%. We are looking at a loss of \$3100.00. An increase of dues approved for next year should help defray deficit. Alan D discussed a letter and phone call from Eden Sanders who would like the out of state and out of country membership fees to remain the same with no increase. Alan D spoke of this organization "bleeding money" and we need to do things to bring it back in line. Group discussion of "planning with a loss is planning to loose" Kirk McN spoke of the Grants committee granting all the money before the end of the year, with some members waiting for the next year before a grant is issued. Alan D said any loss would be covered by the Scholarship Fund reserves, which according to the bylaws is not allowed. Herb U made a proposal to revise the proposed increase for scholarships on the basis of sustainability and affordability. Julie proposed we "can" (delete) line item for Special Projects of \$1000.00 for next year, having none planned, and bring down the magazine budget from \$30000.00 to \$27000.00 and bring the scholarship fund from \$3000.00 back down to \$2000.00

Herb U motioned to eliminate the Special Projects budget from fiscal year 2011-2012, seconded by Joe K. Vote to eliminate passed unanimously.

Discussion of magazine pages with color print being more expensive but Magazine committee has been operating within their budget. Julie H motioned to reduce the Magazine budget from \$30000.00 to \$27000.00, seconded by Joe K. Vote to reduce passed unanimously.

Lance J suggested we look at reducing the administration costs as it applies to the cost of Board of Director meetings. This subject to be covered in New Business. No motions to reduce the scholarship budget. Julie had amended the budget to reflect the "savings" of \$4000.00 which would now show a profit of \$1400.00. (Julie H would rather see \$2500.00.)

Herb U moved to accept the Treasurers Report as reported subject to audit.
Seconded by Alan D. Vote to accept passed unanimously.
Julie H will send the next years proposed budget within the next two weeks, for e-mail voting with a respond time to be given later.

Committee Reports:

5. 2012 Spring Conference-

Julie H and Jim Austin will co-chair the event with Daniel Hopper and Brett Martin assisting. The Petaluma fairgrounds has been reserved for April 27th (Friday) and 28th (Saturday). Lowell has been in contact with the “star demonstrator” in Italy who has been working on the design of his sculpture. Lowell to send names of demonstrators later.

(out of order)

Discussion of when the dues increase actually takes place, and if members pay before that date at the old rate, we may not meet the budget. Herb U suggested a posting on the website noting, if members renew early via PayPal, they may do so at the current rate but dues will go up on April 1st. Julie H will make changes to PayPal to behave that way. (*No mention of those who renew by check*) Julie H was able to upgrade to PayPal Premier at no additional cost. Julie H to contact PayPal tech support to verify if members phone numbers can be included on transactions. Lance J spoke of sending renewal information via Constant Contact and possibility later a direct mailing.

6. 2011 Spring Conference-

Dave Vogel absent. Julie H reported she talked with Dave V who is meeting with his committee today. Mike M has been in contact with Dave V to get a budget and conference fees schedule. Mike M to make up registration form and submit it to the Webmaster

7. Membership-

Lance J reported we have 765 members, but still need addresses for 8 members. Lance J spoke again of sending renewal information via Constant Contact and possibility later a direct mailing to members without e-mail addresses with a possible reminder to those who have not responded. It was suggested March 1st to be date to send out this information. Eden Sanders is to be added to the membership committee. Lance J commented on the higher cost of sending back issues to members who join late.

8. Publication-

Eden Sanders absent, no report

9. Magazine-

Laura P welcomed Mike Mumford as the new Editor, followed by group applause. Mike M, who assumed responsibilities on January 1st, praised Eden Sanders for her past work. He gave a brief history of his experience and presented a Power Point report. Mike’s goal is to do as good of job with no changes until the future. He has a priority to “stick to the freeze date”. He spoke of the high cost to make changes using the production staff. Mike M challenged each Board member to give him 2 names of people who will contribute for potential content. He is looking for articles and pictures for content. He commented on the importance of covering what is going on with blacksmithing in California and our members.

Mike M views his job as a service to the membership and would like to raise the magazine to a quality to sell on news stands. Mike M spoke of why members are interested in the magazine and how to get material to help those interests. They want to learn, they want to show off their work, they want to compete, they want comradeship and friends from Conferences, O'fests etc. Mike M wants help on how to get information to address these interests. Mike M spoke of costs of producing the magazine with production (layout, editing photos, etc) being about ½ the cost, printing approx \$1500.00 for 800 issues, mailing approx \$500.00 resulting of \$4000.00 - \$5000.00 per issue. Changes continue to drive publishing costs up, i.e. things being passed back and forth for changes with production staff, things not being ready, and things to be done differently. Mike M plans to minimize these changes by having a near to as final product, as he can, ready for Diana Mead's production. Discussion of compensating members for submitted articles. Mark Aspery spoke of how ABANA magazine operates by paying for articles targeted by editor. Joe K shared that he would like to have paid advertising in the magazine and suggested the idea be revisited. Herb U spoke of a historical perspective commenting on the previous analysis of not to have paid advertising because of the cost and efforts of managing paid advertisers was near equal to the income from the ad space. Mike M proposed a policy of regular reviews for members advertising on the bulletin board pages of the magazine.

9. Magazine- continued

Alan D, Joe K, Georg O'G, and Mike M are to be on the advertising committee. Mike M does not want to be responsible for selling ads. Alan D proposed a lottery to receive an item, possibly made by members, for a submitted article. Mort spoke of the extra cost of sending out the 87 extra copies to associate organizations as a trade for potential articles, and recommended sending them a PDF file rather than a hard copy. Mike M spoke of the importance of the relationship of other magazine editors and exchanging content.

10. Website-

Julie Henry stated the website is going along "swimmingly" and forum going great. She will share stored pictures with the magazine editor and suggested using the forum for potential magazine content. Pictures of members at events are to be featured more prominently, rather than work. Wayne's World is now on the website. A feature on Jill Thurman, the lead WW demonstrator, is to be added soon.

11. Library-

Lowell C reported Whitney Potter has resigned as librarian. Laura Parker will replace him. That announcement was followed by group applause. Review copies of books sent to the CBA Editor are later to be sent to the Library.

12. Archives-

Paul Quayle absent. It was reported Paul's health is OK and Archive work is complete.

13. Grants-

Dan Doyle absent. Kirk McN reported Monica Coyne, from Garberville, would like to attend John C Campbell Folk School and asked for a \$400.00 scholarship to take a joinery class from Daniel Miller. The budget only has \$250.00 left in it. Julie H proposed giving her \$250.00 now and the \$150.00 in the next budget year. Monica to write an article for the magazine or maybe a demonstration at a future event. Lance J said Monica C is not on the current roster and will research if she is a current member.

14. Education-

Mark Aspery presented a 1 page report from Josh Buhlert. Education committee job descriptions continue to be defined. Currently we have 68 instructors on a list that continues to be edited. Instructor trainings are being planned. Mike Chisham to lead Level 1 instructor training at Quyle Kilns in Murphys on Feb 19th. Mark Aspery to lead Level 2 instructor training in Vista Jan 29th and Level 3 instruction in Weaverville on March 3rd. A power hammer workshop at John McLellan's shop will be Jan 15-16. ABANA has ratified a national blacksmithing curriculum that is planned to be adopted and implemented by CBA. This will benefit members by offering a comprehensive, criterion based structure that allows students to qualify for job placement under the ABANA/NOAMA agreement. John McL to send a draft of this agreement. Mike M suggested a picture of members receiving Instructors, Level 1, 2, & 3 certificates be available for print in the magazine. Julie H said an announcement (of certificate awarding) could be put on the website. (certificates usually awarded at Spring Conference)

15. Election Committee-

Herb U submitted a 1 page report and reported the Election committee consisted of Lowell and Linda Chaput, Herb and Shirley Upham. They produced and mailed 730 ballots to all known addresses of members receiving 216 completed ballots in return. Candidates in order of most votes received are: Mario Baggiolini, Herb Upham, Lance Jensen, Georg O'Gorman, and Bob Jensen. Herb U stated the first 4 are to be members of the Board, and reminded Bob J that if any changes to the Board in April would allow him to move into an open position on the Board of Directors. Herb U to send Mike M copies of the pictures and biographies of the newly elected Board members.

16a Western States Conference-

Herb U reported he will keep information on the Northwest Blacksmiths website up to date sharing that lodging has not been finalized, but information should be available Feb.1, 2011. Registration is anticipated to be \$100.00 and an additional banquet fee to be approximately \$20.00. A CBA demonstration site is anticipated to be run by the Education committee. CBA will be providing workstations for "open forge" site. We will have someone to offset the cost of transportation to and from the event in Oregon. Herb U to post the website link as soon as it is available. Julie H can dedicate a page on our website to this event. The dates are August 18 – 21, 2011.

16b. Finance Committee-

Alan D reported he will work with Lisa G and Julie H helping Julie H with her Treasurer duties relating to Spring Conference registration during her "maternity leave" time. Although there have not been any requests for the Finance Committee to assist in planning events relating to budgets, the committee is still willing to help. Alan D suggested exploring the idea of members donating items, or items from workshops, to be sold on the arts and crafts website etsy.com. This may increase awareness to our organization bring in out of state members. Lisa G has volunteered to set up the CBA portion of the etsy.com website. Discussion of selling items for profit would be in violation of our non-profit status. Julie H to research same. Alan D said in the spirit of helping the organization to save monies he has donated back the \$100.00 for hosting the BoD meeting. Herb U shared the idea of anyone else wanting to donate back full travel expenses etc. from an authorized meeting, it is deemed legal to claim as an IRS deduction.

17. Safety Committee-

Georg O'G reported that at the last BoD meeting we discussed the need a procedure of responding to an emergency, but has chosen to back off that study because writing a procedure may "tie our hands" with our insurance carrier. Georg O'G still maintains "no budget for Safety" committee and funds should come out of the particular event budget. In reference to insurance

coverage, Mark A shared the need for instructors to be able to identify current members who attend workshop and events. The most current roster is maintained on our website, and is available to the education committee, as well as BoD members. Instructors to obtain information from those sources. Herb U thought it appropriate to only give instructors the member's names, zip codes and phone number, rather than other personal information

Lunch of Carne Asada and Chicken Burritos, chips, salsa etc. was served between 12:50 and 1:20

18. Old Business-
No Old Business

19. New business-

Wayne's World – Julie H presented a written budget for the event with a projected income to be only \$125.00. That event should be bring in closer to \$250.00. Registration fees to be \$85.00 and \$50.00 for one day, payable on our website thru PayPal with \$95.00 late registration on site. There is to be Iron in the Hat and an Auction. Julie H spoke of her working relationship with Wayne Parris improving and as a group we do not want to loose that event.

CBA dues increase and budget cuts and Board meetings -

Lance J shared Eden Sanders' ideas on budget cuts. Richard Schrader shared that he is not happy with the increase of dues in this economy and not happy with 35% of the cost of doing business. The BoD should take a hard look at the administrative costs of the organization. Joe K spoke of the positive attributes of teleconference call meetings. Mark A had concerns of general membership not being able to be included. Alan D said there are options available. Lowell C stated we should have an e-mail conversation before Feb 15, 2011 on a proposal of 1 face to face meeting to be held at the Spring Conference and the 3 others meeting to be via teleconference thus cutting administration costs. Herb U spoke of the official record, being those meeting minutes, being available to the membership as a whole, in raw form before approval, 3-4 weeks or reasonable time, after the meeting thus addressing Mark A's concerns of visibility, openness, and transparency. Lowell C to research the Brown Act to verify whether we could conduct business in this manor. Alan D shared the idea of putting a cap on individual expenses for the BoD members to attend meetings. Herb U said we would have to make a change to the bylaws if we change the configuration of the BoD meetings. Mort suggested the minutes go out to the BoD for e-mail vote approval before being posted. Laura P and Lowell C said the bylaws state the meeting minutes are to be sent out 2 weeks after the meeting. These teleconference meetings are to be for Officers and Board of Directors with committee reports sent ahead of time to Secretary or President. Laura P wanted it to be included in these minutes "that it was brought up that it is in our bylaws that the minutes are supposed to be done two weeks after the meeting" Julie H shared that the new revised budget she will be preparing within two weeks will not reflect any changes to administration costs as a result of having teleconference meeting in lieu of face to face meetings.

(Aside: Review of the Sept '06 "binderd" bylaws and the April '05 bylaws currently on the website, reads thus regarding the minutes: The Secretary shall keep, or oversee the keeping of accurate minutes of all Board Meetings; said minutes to be forwarded to the Association's Publication Editor before the publication deadline. Review of the Policy and Procedures July '06 reads thus regarding minutes: Minutes approval and publication: Approved minutes will be published on the website only, not in the magazine. We will approve the minutes on a telephone conference call and get them published within a month of the meeting.)

19. New business- continued

Secretary Duties-

Herb U proposed to review the current Secretary job description to resolve the conglomeration of responsibilities, during a teleconference to be held before Feb 15. Invited to participate are: Alan D, Julie H, Lance J, and Mort with Herb U as leader. Julie H suggested it is our duty as Board members to have a better response time by getting back to members 24 – 48 hours.

20. Correspondence-

Mort reported he sent a sympathy card to the family of David Brooks, and reminded all to alert the Secretary, as soon as possible, of a death of a member, for timely card sending.

21. Comments and questions-

Lance J commented that he has been receiving the overruns of the magazines and will send them, to members who have not received their own, once he is notified.

Herb U moved the meeting be adjourned Joe K seconded. Vote to adjourn passed.

Laura P adjourned the meeting at 1:45.

Alan D gave a demonstration on bronze leaf making.

Next Board of Directors meeting to be held at the Spring Conference in Vista

Subject to approval

Russell "MORT" Mortensen _____ Your CBA Secretary