

## **Artist-Blacksmith Association of North America, Inc.**

Meeting Minutes  
October 29, 2011

### **Opening:**

The annual meeting of the **Artist-Blacksmith Association of North America, Inc.** was called to order at 5:00 p.m. on October 27, 2011 in Rapid City, South Dakota by Peyton Anderson.

### **Present:**

**Board Members:** Peyton Anderson, Bill Clemens, Lance Davis, Jeff Dunkelberger, David Hutchison, John McLellan, Bill McMillon, Ray Nager, Jack Parks, Pete Renzetti, John Tanner, Linda Tanner

JoAnn Bentley (Central Office), Seth Parks (visitor)

**Absent:** Gerald Boggs, George Matthews, Amy Pieh

### **A. Approval of Agenda**

The agenda was unanimously approved as distributed.

### **B. Approval of Minutes**

The minutes of the previous meeting were unanimously approved prior to the meeting.

### **C. New Business**

Peyton discussed tentative agenda and his workbook's layouts for committee work. He also chose dates for monthly board meeting sessions by phone. Peyton suggested that the next meeting place be at the Metal Museum in Memphis. He also noted that Lumpkin, Georgia in March of 2013 is the anniversary of ABANA founding.

### **D. Election of Officers**

**President:** David Hutchison nominated Peyton Anderson. No other nominations were presented. Motion to close nominations by David Hutchison, seconded and approved. Unanimous approval. Peyton Anderson remains President.

**1<sup>st</sup> Vice President:** Peyton Anderson nominated David Hutchison. No other nominations were presented. Motion to close nominations by Bill McMillon, seconded and approved. Unanimous approval. David Hutchison remains 1<sup>st</sup> Vice President.

**2<sup>nd</sup> Vice President:** Bill McMillon nominated George Matthews. No other nominations were presented. Motion to close nominations by David Hutchison, seconded and approved. Unanimous approval. George Matthews remains 2<sup>nd</sup> Vice President.

**Treasurer:** Ray Nager nominated Linda Tanner. No other nominations were presented. Motion to close nominations by Bill McMillon, seconded and approved. Unanimous approval. Linda Tanner remains Treasurer.

**Secretary:** Peyton Anderson nominated Bill Clemens. No other nominations were presented. Motion to close nominations by John Tanner, seconded and approved. Unanimous approval. Bill Clemens remains Secretary.

**Friday, October 28, 2011 at 8:00 a.m.**

8:00: The Board began with discussions of 2012 Conference with Lance Davis.

9:00: Lisa Storm, of the Rapid City Visitors Bureau (RCVB) was introduced by Jack Parks. The RCVB encourages families to attend. They have a web link to get information out to our members. The Visitors Bureau can also get out press release for us. They can contact business to put something on their marquee (Welcome ABANA). They will get welcome packets for all our attendees. The Visitors Bureau will have representation at our registration area to answer questions (their stay is based on total attendance as to how many hours they will be there). Lisa will also look into getting name tag holders with lanyard, pen, zipper pocket, etc.

9:45: Board left for Fairgrounds and met Pam Teller who gave a tour of the Central States Fairground's buildings available for the 2012 conference.

11:45: Board came back to the hotel and continued discussions on budgeting for the conference.

1:00: Board met with the School of Mines for a tour and presentation.

3:45: Back at the hotel with Peyton reviewing the Strategic Plan.

Discussions proceeded with Communication Norms.

Discussion on Strategic Priorities noted the following:

1. Create a list of possible conference sites to lead into a 'rotation' layout.
- 2.

**SUGGESTED LOCATIONS**

St Louis  
Memphis\*  
Flagstaff  
Asheville, NC

**REQUIREMENTS**

Airport in 1 hour  
Camping  
Hotels  
Visitor's bureau involvement

Rapid City*	Food (on site & local)
Washington DC area	Spread-out demo sites
John Deere Company	Education connection
Raleigh, NC	Infrastructure (elec, pkg, gallery, flkft)
California (San Diego)	\$\$\$ low cost
Reno	A/C availability
Sacramento, CA	Affiliates involvement
	Family/tourist
	No conflict with other events

Bill Clemens Pointed out that population density of the US should be taken into consideration when picking sites. The assumption being that population of Blacksmiths follows this density. He later displayed a map showing population density of the US

The Board continued with Communication concerns and identified the following areas of work load:

- Constant contact –
  - content creation
  - content distribution
  - membership renewals
- Affiliate events
  - calendar
  - banner
  - constant contact
- Website
  - Maintenance
  - Content
  - Restructuring
- Database
  - Membership
  - Conference registration
  - Migration to new platform
  - Education follow
- Library project
  - Newsletter
- Purchase of merchandise (POS)
- Monitor deposits
- Monitor bill payments
- Checking balance
- Money transfer
- Signing of checks (twice month)
- Monthly finance reports sent out
- Monitor Budget
- Reimburse transactions

Travel to pay credit card  
Review/approve of taxes  
V-Bulletin Private Forum  
Email list admin  
Membership follow-up  
Quarterly reports  
Creation of monthly agendas  
Keeping of minutes

As part of this discussion, Bill Clemens pointed out that the sharing of this workload across the board members was not balanced. He specifically request that someone consider taking over Constant Contact. Once trained it is not much more difficult than sending an email, just with a larger maillist.

### **MOTION 2011 -15**

David Hutchison made a motion to do away with V-Bulletin after we find an alternate method to archive our information. John Tanner seconded the motion.

Motion Passed

**Saturday, October 29, 2011**

8:00: Started with discussions about IITH, tooling and auction for the Conference. Fundraising/development discussion followed.

### **Grants:**

Jack Parks to submit request (due in March 2012)to South Dakota Arts Council for grant.  
Bill McMillon to submit to John Deere a grant proposal.

### **Affiliates:**

Bill McMillon to draft procedures for Affiliate incentive by offering free conference admission.

### **Committee Objectives:**

Organization Planning Committee (lead by John McLellan) will include:

- By-Laws
- Strategic Plan
- Education Professional Development

Public Outreach Committee (lead by Bill McMillon) will include:

- Develop grant proposals for professionals, schools & Affiliates
- Professional & Academic Outreach – Also to see:

- Professional Ornamental and Architectural Blacksmiths' Association (POABA) <http://problacksmithassoc.blogspot.com/>  
and **ABANA Website Professionals Corner at**  
[//www.abana.org/business/Professionals\\_corner.shtml](http://www.abana.org/business/Professionals_corner.shtml)

- Public Relations
- Affiliate Relations
- Affiliate Grants and Scholarships

Business Oversight (lead by Linda Tanner) will include:

Insurance – to go with someone new in 2012

Sales

Finance

Publications

Membership Services (lead by Bill Clemens) will include:

Election and Nomination

Internet

Membership

Discussion on “Youth membership” to receive Hammer’s Blow only

Objectives to work toward for each Committee should include:

Committee Goals

Financial Needs (to establish 2012 budget)

Timeline for reaching goals

### **\*Motion 2011-16**

Bill McMillon suggested the following to increase membership: Offer free Conference passes to affiliates to improve membership within a six month period: (November 15 to March 1)

2 passes to highest total number of new members

1 pass to highest percentage of new members gained

2 passes to highest percentage of ABANA to affiliate membership

Motion was seconded by Jeff Dunkelberger.

Motion passed

Results from Committee Breakout Sessions:

### **Organization Planning Committee:**

By-Laws will discuss term limits. \$1000 estimated cost of printing after approval to get out to required recipients. Strategic Plan will set out years 1- 3- 5 to suggest Conference Sites, \$5000 set aside for conference sites. Education area to be determined to the need. \$500 budgeted for miscellaneous/printing. Also set up teacher-instructor partnership to be funded by ABANA.

### **Public Outreach Committee:**

Develop grant assistance program (GAP) for affiliates. For 6 months: develop grants, January to send in grant, May board meeting develop guidelines to send out to all affiliates after conference. Get at least one affiliate to apply for grant before end of 2012 year. \$5000 to match grant application. \$500 for directory of foundations to help affiliates. \$500 to produce and send out packets to affiliates.

### **Business Oversight Committee:**

Insurance to budget for new agent about \$4100. Merchandise sales of about \$5000. Budget to work with all board members, by November for approval in December. Publications will be transition. Contracts in place January 1. Bealer and Heritage award to be doubled for budget for total \$1600. Update Web/database budget for \$10,000.

**Membership Services Committee:**

Have timeline for elections for November. Get bids for website – goal for first quarter. Ask members what they want by survey by first quarter. Youth membership at \$20 for Hammer's Blow only for 18 and under.

**Motion 2011-17**

Bill McMillon suggested to approve Youth membership \$20 for age 18 and under to receive Hammer's Blow only. Seconded by Jack Parks. Majority approved, and passed.

Membership drive proposed activities to be presented in December.

**Adjournment:** Meeting was adjourned at 5:45, Saturday, October 29, 2011 by Peyton Anderson. The next general meeting will be at announced at a later date.

Minutes submitted by: JoAnn Bentley, Central Office

Approved by: William Clemens, ABANA Secretary

### 2011 Motions by Email

2011-001	Jan 30, 2011	George Matthews for 2nd Vice President	Passed
2011-002	Feb 01, 2011	Present Contract to JoAnn Bentley	Passed
2011-003	Feb 17, 2011	Invest 12K of Trust Funds	Passed
2011-004	Mar 04, 2011	Appointments to fill vacant board seats (John Tanner and Bill McMillon Appointed)	Passed
2011-005	Mar 10, 2011	ABANA 2011 Budget	Passed
2011-006	Mar 10, 2011	ABANA 2012 Conference Budget	Passed
2011-007	May 19, 2011	Delay Filling Vacant Board Position until After Election	Passed
2011-008	May 19, 2011	Extend Term of Trustees for Another Term	Passed
2011-009	Jun 16, 2011	Revert to last years Pubs Schedule for the AR&HB	Passed
2011-010	Jul 24, 2011	To File 2010 Taxes (Form 990)	Passed
2011-011	Jul 24, 2011	Approve the New Committee Structure	Passed
2011-012	Aug 26, 2011	Appoint David Hutchinson to Board Seat (2012 Term)	Passed
2011-013	Oct 18, 2011	Prepare Contract for Publications	Passed
2011-014	Oct 20, 2011	To Approve the Nov 2010 Board Meeting Notes	Passed