ABANA
Board of Directors Meeting
May 6, 2020

1. Call to order: President Leigh Morrell called the meeting to order at 8:20 pm EST

   PRESENT: Jim Archambault, Annie Arthur, Laura Armstrong, Jerry Boyd, John Dittmeier, Doug Eichert, Ray Grosshans, Scott Kretschmer, Leigh Morrell, Tom Owens, Victor Plitt, Linda Tanner, Bob Valentine

   Absent: Eddie Rainey, John Williams

   Others in attendance: Mark Kochan, Andy Quittner, Gerald Franklin

2. Secretary’s report:

   The minutes were sent previously, for Board review.

   Approval of the minutes of April 1, 2020

   In a motion by Scott Kretschmer, seconded by Jim Archambault it was voted to approve the meeting minutes of April 1, 2020 as amended. Added were details of the decision to have a Raffle of the 2020 Conference raffle items. Vote unanimous

3. Treasurer’s report:

   Treasurer’s report was sent prior to the meeting.

   Tom briefly reviewed, Closing of the Conference Budget, P&L Year to date 4/30/2020, Balance Sheet 4/30/2020.

   Discussed was the loss of approximately $19,000 due to the cancelation of the 2020 Conference. Many of the items that were purchased for the conference and are part of the $19,000 will be able to be use at the next event, such as coal, steel, and other supplies. Bob Valentine will itemize those items for future use.

   There were questions concerning our new Shopify account and the transfer of proceeds. Victor explained how the process works and said he would work to see that funds are transferred in a timely manner.

   In a motion by Jerry Boyd seconded by Annie Arthur it was voted to receive the treasurer’s report as presented. Vote unanimous

4. Matters arising out of the minutes:

   None

5. President’s report:

   Leigh mentioned that the current issue of the Hammer’s Blow should be in everyone’s mail box. Discussion ensued about whether each board member was receiving 5 copies of the H.B. and A. R.
Most board members are not receiving the additional copies. Leigh will contact the Central office and ask that JoAnn see that every board member receive the additional copies. Those copies can be used by board members to promote ABANA membership.

Leigh has 20 VHS tapes from Clay Spencer containing treadle hammer work, some with Francis Whitaker and others which can be digitize and put in our library and potentially be made available for sale. Eddie Rainey and John Elliott also have ABANA VHS tapes, Leigh will get those and work to digitize them as well.

Leigh commented on the most recent issue of the Anvil’s Ring and how good it looks.

He reported on outreach to expired members and efforts to contact those who have. He felt Central Office could help to better reach out to those whose memberships are expiring. Discussion ensued on the process used to retain membership.

Leigh has had conversation with Andy Quittner, counsel for ABANA, about creating a process for those interested in contributing to ABANA as part of their estate planning. Andy explained that each state has its own process for estate planning. He suggested the most important thing is to make sure people let ABANA know if they intend to include ABANA in their wills, that way we could follow up at the appropriate time. Andy will work on document to help with this effort.

6. Committee reports:

Awards: Scott Kretschmer

   Nothing to report

Affiliates:

   Jerry Boyd will be reaching out to affiliates with committee members. Leigh will reach out to Brian LeGrand, former affiliates chair, to see if he can locate past information on affiliates.

By-Laws & PPM: Bob Valentine

   Bob noted that John Dittmeier and Annie Arthur have sent to board members some suggestions for handling ABANA social media sites, particularly the timeliness of our responses and moderating sites. Leigh suggest that a PPM be created to address the issue. Members believed any PPM should take into consideration having board members who understand past history on this subject and be written to be sure the board is in charge of messaging. Bob will convene the By-Law & PPM committee to formulate a PPM for social media per the discussion.

Competition: John Williams

   Nothing to report.

Communications & Technology: Tom Owens

   Tom suggest that Annie and John D. take on the Communications & Technology Committee given that their suggestion on social media essentially encompasses both.
Education Outreach & Professional Development: Co-Chairs Jim Archambault, Doug Eichert

Doug has been in contact with the group that created the Controlled Hand Forging articles for the Hammer’s Blow: Peter Ross, Doug Wilson, Tom Latane, in an effort to make the articles into a video. The group is not opposed to the idea although the process would be lengthy. Each article took four to eight weeks to write, in total 26 articles, over four years. None of the writers are interested in taking on the task at this time. Doug believes ABANA needs its own video content to market, the Controlled Hand Forgings series would be a good way to start. The possibility of getting grants to create this type of content was discussed. All agreed that this would be a worthwhile endeavor.

There was additional discussion on digitizing ABANA’s video library. Scott suggested that the videos be reviewed for copywrites, since some were commercially done.

Elections: Co-Chairs Doug Eichert, John Williams

Current board members whose terms expire were reminded that they need to get their candidate profiles to the Anvils Ring editor for printing in the next issue. Doug reached out to previous unsuccessful candidates to see if they have interest in running again.

It was agreed that the Central Office should send out a message to membership letting them know board election are coming up and encourage members to run. Board members will also spread the word.

Finance: Bob Valentine

Bob and Tom Owens have had discussion with Debbie Franklin, King & King CPAs to formulate appropriate accounting policy and to revise the chart of account in order to better track ABANA’s finances. Tom mentioned that when more is known about Johnstown the budget should be revised to include Johnstown and the Executive Director.

Grants: Scott Kretschmer

Nothing to report at this time.

History and Archives: John Dittmeier

John would like to record past and current initiatives developed by the board, such as outreach to lapsed members, Facebook protocols etc. In addition, he would like to create a survey of retired smiths from the current blacksmithing revival, in order to elicit comments from them on their work and history, along with photos. Those responses would go into the Groups.io digital archives.

Membership services: Linda Tanner

We have Active Members 3369.
In the past two years 1910 expired.
The membership services committee has begun a Telephone Campaign calling expired members with the help of the Board.

Discussed were the ways we could encourage members to keep their membership current and ways to reach out to expired members. Laura will send her template for reaching out to individuals who have expired.
Leigh sent out 220 names of expired members to board members to contact and encourage them to re-join. He also suggested the Central Office could do more to help retain membership. Bob Valentine will take the membership retention issue up with the central office.

Dues changes: On hold due to the financial impact of COVID-9 on membership.

Publications: Victor Plitt
Leigh spoke to Peter Ross about doing an article about the care and use of files for the Hammer’s Blow. He also reached out to Doug Wilson and asked him to do an article.
Mark Kochan mentioned that the Anvil’s Ring is almost ready to go to print he is just waiting on a few things.
Victor will be sending some content to Mark for the Anvil’s Ring in order to promote the new ANANA Shopify site.
Doug Eichert offered to help proof read the publications.
The committee is currently working on a writer’s agreement which has been reviewed by Andy Quittner.
Victor reported the Hammer’s Blow cover has change and he asked for input from board members on the change.
Victor recommended ABANA trademark the flying anvil logo. Andy Quittner will review what is required and get back to the board.

Sales: Victor Plitt
Discussed previously.

Strategic planning: Co-Chairs Linda Tanner, Tom Owens
A proposed budget was received for the 2022 Conference just prior to this meeting. The spreadsheet did not add up mathematically, so there will need to be further review. Discussed was the need to get a more formal proposal for the 2022 conference. Gerald Franklin explained his contact with Dan Richman who’s the lead person for the conference. Tom and Linda will reach out to Dan to get more detail information and help move things along. They will also see that they get a past conference proposal to Dan, as an example.

Technology: John Williams
(See Communications & Technology above.)

2020 Conference: Bob Valentine
Conference refunds are complete. Discussed was ABANA’s responsibility to the Washington County Fairgrounds for rent payment, having not been able to have the Conference due to the State of NY shutting down all large events. Also discussed was a deposit paid for chairs and tables. Leigh will look into both.

Work continues on the raffle of the 2020 conference raffle items. The raffle was kicked off using the Eventsquid website on noon April 30 and within two days over 1000 tickets were sold. As of this
meeting, seven days later, 1568 had been sold. Drawing will be August 1, 2020 at the Village Blacksmith Shop 221 North Street, Goshen, CT. Bob will be sending purchased tickets via USPS. He will also be looking into a live stream of the drawing. The raffle sales should be able to help ABANA recoup most of the 2020 losses.

Exhibition: Laura Armstrong

The 'Measured Making - 150mm Challenge' US-based debut has been delayed until Jan 2021, at which time it will tour the States for approximately one year. Appalachian Center for Craft and Metal Museum are firm, Jan - July 2021. Prospects are promising for Johnstown, PA, for the late July/August - Sept 2021 timeline. Idaho and/or the west coast are being pursued for the Oct-Dec 2021 timeline. Prospects are good for Charleston, SC, in Jan - Feb 2022. Then the exhibit will return to the UK.

Johnstown Implementation:

Ray has been in contact with the Johnstown Historical Association and they are in the process of contracting to have office space renovated for ABANA. Ray also discussed the lease and potential terms but nothing is final at this point. It is still hoped that the cost of the lease would be minimal.

Discussed was the status of hiring an executive Director. The Board agreed that a notice should be sent opening up the Executive Director position for hire, inviting those interested to send a request for applications. Leigh will work with Ray to get the notice out, starting with our Constant Contacts list. The executive committee will review any applications and interview prospective Executive Director candidates.

7. Old business:

   a. Raffle of 2020 items. (See above)

8. New business:

   None

9. Adjournment:

   In a motion made by Annie Arthur seconded by Scott Kretschmer it was vote to adjourn at 11:12 pm EST. Vote unanimous

Respectfully submitted,

Bob Valentine, Secretary