

**Red Wing Collectors Society
Board of Directors Meeting**

Saturday, October 4, 2014 – 8:00 AM to 5:00 PM
Sunday, October 5, 2014 – 8:00 AM to 4:40 PM
Multi-Purpose Room - Pottery Museum of Red Wing
Red Wing, MN

Present: Larry Birks, President; Paul Wichert, Vice President; John Sagat, Secretary; Dan Beck, Treasurer; Nancy Lambert, Historian; Glenn Beall, Education Manager; Bob Morawski, Commemorative Manager; Bruce Selfridge, Auction Manager; Jerry Mounts, Representative at Large; Stacy Wegner, Executive Director. Present via teleconference: Robinson, Representative at Large.

Guests: Rick Natynski, Dave Hallstrom, Laura Beall and Richard Spiller.

A. Call to Order: President Larry Birks called meeting to order at 8:06 AM. Birks opened with thoughts on how the BOD needs to operate. He explained the “norms” to which the Board should adhere. Board members should be mindful of and limit use of “reply all” emails. Improper use of “replies” can consume time if incorrectly sent. Birks reminded Board members to maintain a professional image. What each of us does is perceived as what the BOD does. The typical nine voting members of the BOD have the obligation to run the RWCS. He also warned against using the blind copy function, as no one knows who’s getting copied.

The BOD has been asked by the Chapter Presidents to do a lot of things. Many things need to be done electronically. In this meeting, we won’t able to solve all of the problems or answer all the questions. Items we don’t resolve will still need a progress report. Voting will be done using “yes”, “no”, or “present” votes.

B. Agenda Modifications: Lambert moved to approve the agenda; Morawski seconded. Motion carried.

C. Approval of the Secretary’s Minutes: With no changes required to the July 9, 2014 BOD minutes, Mounts moved to approve; Beck seconded. Motion carried.

D. Treasurer’s Report: Due to the change in accountants (resulting from our accountant changing its “modus operandi”, a new treasurer, and the change in format, the preliminary budget report was not available. Wegner, Beck and Birks now have check writing authority. Beck reported that the Society will maximize the length of its CD’s to maximize interest. Records will be prepared on a cash basis. Beck reviewed some sample draft reports for review and explanation. Selfridge moved to accept the report; Morawski seconded. Motion carried.

E. Historian’s Report: Lambert has talked with Steve Brown regarding transition of the position. Indexing of the topics in newsletter articles has been completed according to Wegner; Lambert will review the document. Space is needed to display the Hall of Fame plaques at the Museum. Commemorative posters in the hallway to the classroom wing have been popular and will be maintained. Lambert will be interviewing Dave Hutchson. A method of archiving the Chapter newsletters will be studied.

F. Education Manager Report: Beall reported we need a keynote speaker for MidWinter. (Later in the meeting, Paul Wichert volunteered to be Keynote speaker at MidWinter.)

G. Commemorative Manager Report: Birks asked Morawski to give a presentation on the manufacturing of the commemorative so Board of Directors has a better idea of what it takes to complete the annual project. Selfridge suggested photos from Morawski’s presentation be given to Lambert for archiving.

H. Auction Manager Report: Selfridge got a copy of Houghton’s contract to review. This year’s gross auction sales amounted to \$77,525. Selfridge asked Houghton to provide information on inputting data. There were 16 items from RWCS in the auction; is this too many? It seems the best sale prices for the RWCS “extra” pieces are obtained at Thursday evening auction. A new batch of bid cards is needed; Wegner asked what changes, if any, should be made to bid cards. Size of numbers will be maximized. Finding strong volunteers to move the stoneware is difficult and the Auction Chair may have to hire one or two men to handle the large crocks. Email entries will no longer be accepted. Selfridge’s efforts to raise the quality of items in the auction has resulted in some members being unhappy. Hallstrom

asked if the Foundation could submit a greater number of quality pieces, and the BOD agreed this was an excellent way to improve the Thursday auction. Beck asked whether a “consignment” table could be used for less expensive auction pieces (dinnerware, art pottery, memorabilia (Consignment suggestion to be looked into by Auction Chair.) Wegner said she gets requests from people looking to sell a single small item. Biggest complaint this year was the absence of food sales on the upper level; that will return next year.

I. Representatives at Large: Mounts prepared a presentation including a map showing location of Illinois members. He reported on other projects in process: attended Iowa Stoneware Collectors meeting in Ft. Dodge, attended Golden State Redwingers Chapter meeting in Stockton, and attended Siouxland Redwingers Chapter meeting in Sioux Falls. He presented some ideas for the future: attend Iowa Chapter meeting in Marshalltown, attend Wolverine Chapter meeting in Ann Arbor, attend and participate in the Illinois Pottery and Stoneware convention, and continue working on resurrecting RWCS Illinois Chapter. Robinson set up a November meeting with members in the Puget Sound Chapter (Washington, Oregon, Idaho) that is being rescheduled until spring due to health issues in Robinson’s family. An October meeting is scheduled to increase membership in southern California. Robinson had a dinner meeting set up to discuss ways to increase membership and attendance, but it had to be canceled for reasons previously stated. Robinson and a RWCS member in Connecticut have had some preliminary discussion about a Northeast Chapter. Since declining membership is our most critical issue, a budget allowing the Reps to travel to Chapter meetings was discussed and will be included in the 2015 budget.

J. Foundation Report: Hallstrom reported that the new museum has received exposure in the New York Times and USA Today. The museum store has had great sales due to the size of the visiting crowds. Hallstrom reminded those present about “Give to the Max”. Wichert proposed creating a direct link from RWCS to RWCSF for donations, and it was agreed the Tech committee should investigate the possibility. Sales and marketing information will be put into every shopping bag used in store. Beck asked what the biggest 3 or 4 items are yet to be resolved by the RWCS and RWCSF. Biggest goal is to get museum paid off. Next deadline is the \$50K due on the contract in January. \$10K is needed to correct ventilation deficiencies in the roof which have resulted in roof leaks. (\$5K from the Foundation and \$5K from the Seniors who share maintenance expenses.) Third is working to digitally archive the museum’s various assets. The Foundation is also working with the St. Paul Foundation to create an endowment for the future care, maintenance, and running of the museum.

Board of Directors Topics

BOD 1 - Finalize Changes to Bylaws: Beall moved that previously proposed bylaw language be approved; Wichert seconded. Discussion followed on altering bylaw language so that upon becoming a RWCS member, one would become an ex-officio Foundation member (and vice versa). Previous proposed bylaw language on this topic included mention of various membership types. It became apparent this topic was too complex to properly resolve in the meeting. It was suggested that a committee approach would be necessary and bylaw language would need more study. Since the motion was still “on the table” it was voted upon and failed to pass.

Following the vote, Beck made a motion to establish a bylaw committee; Lambert seconded. Motion passed. Committee will include Beck and Wichert and coordination with the Foundation. (Scope of bylaw committee will include not just the membership issue, but all other bylaw amendments required due to other changes.) BOD will review language at MidWinter.

BOD 2 - Kids View and Young Collectors: Beall approved of maintaining Kids View (KV), but didn’t see the same need for Young Collectors (YC). Due to the sizes of the existing groups (50 – 80 for KV and 15 for YC, Mounts suggested going the opposite direction, have 3 groups, and designate them Early KV, Mid KV and Upper KV (or something better related to workable age groups) to better deal with the size and age of the groups we historically accommodate.

Then Beall moved, Mounts seconded, that the Board should let the new “Chair” decide the scope, number of support positions, number of program phases, etc. The Chair is charged to come back to the BOD at MidWinter with a plan for what’s happening in July. MidWinter’s KV program would occur status quo, but no YC activities will occur. KV’s chair will receive a stipend. Selfridge moved, Wichert seconded, the stipend will be \$1250 annually. Motion passed. While the above discussions were happening, our new chair, Linda Wipperling, a former Rochester school teacher, was in the next room joining RWCS and accepting the position. Since we are considering trade marking the KV name, we will not be changing it.

BOD 3 - Organizational Chart: The organization of the Board was discussed. Beall moved, Lambert seconded, that the tech and membership committees will report to the Vice President. Motion passed. Wichert suggested “Membership” and “Technology” be added to the Organizational Chart, but not to the Board. Beall moved that KV/YC report to the Education Manager. Motion passed.

BOD 4 - Stipends: Discussion of stipends for support positions took place. One option proposed was to consider “comping” the convention registration, pre-registration and/or Show and Sale positions with the cost of the registration fee (convention and MidWinter) and one commemorative. Beall made a motion, Morawski seconded, to “comp” per the above. Motion passed. Lambert made a motion, seconded by Robinson, to increase the Display stipend \$200 to an annual amount of \$1000. Motion passed with a vote of 5 “yes”, 1 “no” (Wichert) and 3 “present” (Beall, Morawski and Mounds voted “present”).

There was discussion about budgeting for travel reimbursements for Reps at Large. Selfridge made a motion, seconded by Lambert, to include \$2500 per Rep annually in the RWCS budget to cover expenses. Motion amended to clarify the budget amount from now until the end of 2014 shall be \$1000 per Rep.

Volunteers: Do we need a chair? There appeared to be consensus in the affirmative. Beall motioned, Robinson seconded, to give Wegner the power to appoint volunteer chair, but there would not be a stipend.

BOD 5 - Memory Jugs: Birks will handle the preparation of Jugs for Dan, Ann, Steve, Mark, Jerry E. Jolene, Paulette, Todd and Sue. Jugs will be presented at the 2015 Business Meeting.

BOD 6 - Theme for 40th Anniversary: Looking for a theme, committee, and leadership for the 40th Annual Convention Celebration in 2016. Beall requested the Reps to contact Chapter presidents and ask for assistance.

BOD 7 - 2015 Budget: Separate meeting will be scheduled for budget review when budget is ready.

BOD 8 - Teleconference Methodology: More research needed since Ready Talk does not work well and other services are similarly problematic.

BOD 9 - Give To The Max: BOD was interested in making a contribution again this year. Various suggestions were discussed. The final decision was to replicate last year’s amount. Beall motioned, Wichert seconded, to provide matching funds in the amount of \$5K.

BOD 10 - Oconomowoc Meetings: The Executive Committee will meet Thursday evening, February 5, 2015 at 7:00 PM. The BOD will meet Friday morning, February 6, 2015 at 7:30 AM.

BOD 11 - Volunteer Award: Birks proposed the concept of an annual award for a Volunteer of the Year. Beck moved, Selfridge seconded, to establish the award. Various questions and issues appeared and we ran out of time to work out the problems. Subsequent to this meeting, the Board conducted an e-mail vote and decided to table the concept until MidWinter when more time is available.

BOD 12 - Ask the Experts: Currently, RWCS doesn’t get credit for the information it furnishes in the “Ask the Experts”. A “footer” at the bottom of the Expert’s response was proposed to satisfy the requests of the Experts. We also discussed whether we can or should prevent reposting of the information. Wichert proposed putting some information on the “members only” page. Beall motioned, seconded by Beck, to provide a posting on the bottom of each section or article, per the following language or something similar: “No content from this web site may be used without prior written approval from the RWCS Executive Director. Credit to the Red Wing Collectors Society must be given when RWCS content is used.” Motion passed. Additional research concerning how to limit access is necessary to find out what can be done.

BOD 13 - Mailing List Protection: We need to have a contract with our mailing company to protect our mailing list. The contract should include language which requires the vendor to protect against anyone else using the list.

END OF DAY ONE: First day of Board meeting adjourned at 5:00 PM.

START OF DAY TWO: On Sunday, meeting called to order at 8:09 AM. All Board members except Robinson were present; Robinson linked via teleconference. Visitors included Dave Hallstrom and Laura Beall.

Budget meeting schedule was discussed. The Executive Committee will review the preliminary budget on Sunday, November 9, after the Foundation Board has its meeting. RWCS BOD will meet on Sunday, November 16, at 6:00 PM to review the budget via teleconference. (The Executive Committee schedule was subsequently changed to Friday, November 7th at 6:00 PM to 9:00 PM.)

BOD 14 – Election Procedures: If voting changes to be electronic, bylaws will need to be changed. Committee will include Wichert, Lambert, Sagat with Beall as the chair.

BOD 15 – Newsletter: Many want to leave as is; current setup allows non-member access. Suggestion to putting minutes in the “members only” section; this would be problematic for non-computer users. Beall proposed informing members at the keynote; could also be a “tech tip”. Bylaw committee will make necessary adjustments. Natynski has analyzed cost vs service when it comes to delivery and considered using 1st class at Christmas time.

BOD 16 – Name Change: Use of an old-fashioned name was not the problem. Birks proposed continued use of Crock Fest and the upcoming 40th anniversary “theme”.

BOD 17 – Relocating Classroom Locations: Proposal put forth to relocate classrooms to first floor. Preliminary review indicates there would be space if Commemorative moves to the Band Room. Display and Education rooms could also be looked at with a Commemorative move. Wegner is continuing to review and will meet with the High School.

BOD 18 – Newsletter Contests: Ideas for contests and programs in the newsletter was intended to bring more members to the web site. Idea dropped due to small interest.

BOD 19 – Higher Technology Level for meetings: Wichert explained shortcomings with current systems/network/cost as it relates to BOD members all having video feeds. Typical home networks can’t display multiple video feeds smoothly. Increased interactive use of systems like "Ready Talk" is not practical for all users, especially those with wireless access.

BOD 20 – Construction Next Year: Birks has met with City of Red Wing. Starting next year, 2 years of construction will start with severe impact on all activities. Wegner will get maps by MidWinter showing the changes. Wegner will continue looking for methods and ideas for lessening impact. Because of his background, it was suggested that Wayne Miller might be able to help. Wichert suggested printing map on back of newsletter envelope.

BOD 21 – Chapter Members: Reps need to contact Chapter Presidents and remind Chapters that its members must first become RWCS members. This is a requirement which Chapters assume when they become chartered. Reps can cross-reference membership list to determine delinquent members.

BOD 22 – Vision Committee: A new Vision Committee was proposed. It should include members from outside of the RWCS BOD. Board feels it needs to get better organized before attempting to proceed. Announce in 2016. Verify whether Foundation would be interested in participating.

BOD 23 – Collector Books: There has been a 3-year discussion regarding putting collector books on electronic media. Nothing will be done for the time being.

BOD 24 – Newkirk: Investigate the idea of putting Newkirk’s newsletters online. Whether or not there is any possibility to do so, Lambert is interested in making the contact. She feels he is too valuable a resource to overlook.

BOD 25 – Museum store: Museum is a money engine too valuable to ignore. Souvenirs are valuable to generating sales. (This comment pertained to when the museum opened and it was not taking advantage of this.)

BOD 26 – Foundation Education: Foundation indicated it is interested in taking over the education portion of the RWCS. Concept has been put on hold due to the time constraints of getting the museum grand opening resolved.

Presidents' Meeting Topics

PRES 1 - Schedule: Various ideas discussed regarding schedule possibilities. A consistent weekend was felt important. Consider tying the convention to the 4th of July to save vacation time. Others felt it shouldn't compete with the 4th. We can't be close to the 4th because our contract with the school doesn't allow access to the high school on the 4th.

PRES 2 – Start: If convention started a day later, with the Show and Sale on Sunday, we merely “rotate” the schedule problems. Robinson wants it kept as is; there's always conflicting opinions and we can't satisfy everyone. Have the Convention Evaluation Committee review the entire convention. Form a convention evaluation committee with Laura Beall as head; suggested members: Sheldon Bohnhoff, Wegner, Glenn Beall, and Heidi Patterson. Include a member of the Foundation Board. Put note in newsletter asking for volunteers.

PRES 3 – Shrink Convention: Members don't want to spend whole week in Red Wing. Find a way to shrink schedule so members can do what they want without it lasting the whole week. RWCS doesn't have control over some events (like outside auctions) so shrinking is difficult.

PRES 4 – Show and Sale: Open up Show and Sale to non-members. Members shall maintain priority over non-members. We don't currently block other stoneware manufacturers or stoneware collectors. Consider charging membership for outside dealers. Dealers selling in the lot at the museum aren't doing paperwork. RWCS doesn't want to pick up additional tax liability, so we should leave the lot dealers alone. Wegner asked Hallstrom if there are any liability problems for the museum; Hallstrom to review.

PRES 5 – Parking Lot Sales: Proposal to provide “covered” sales area for outside vendors. This could be at Pottery Place or at high school. Consensus was to leave parking lot sales alone. Try to get more dealers inside. Let the Convention Evaluation Committee think outside of the box. Lambert felt we should fix Show and Sales issues by next year. Bring in more dealers. Get input from some key dealers; form committee. Put insert in newsletter and express goal of trying to improve the show. Doug Perkins was contacted to be Chair of committee.

PRES 6 – Change Membership Terminology: Proposal to change terms from dues to donation; rejected by BOD.

PRES 7 – Blue and White: Wegner: Show & Sale and auction are “open” to other American stoneware. We could try “dual membership”. Birks said we should let them know we're having the MidWinter event. Invite them to attend; offer free table to display their information. Birks will call other club presidents. Set up a Red Wing table for room sales for those only bringing one or two items.

PRES 8 – Helping Chapters: How can RWCS help chapters? Education? Rep visits? Chapter should advise of its meeting dates so BOD members can attend when practical. We need to collect feedback and provide service to individual members in addition to Chapters. Put on agenda for next Executive Committee meeting: Discuss philosophy of Society regarding how much we save vs spend. Hallstrom: consider concept of RWCS loaning money to Foundation.

PRES 9 – Information: Prepare videos and post on web site. Members want to see Red Wing information and photos more often. Beall suggested we prepare and show one teaser; call it video of the month. Process has started with photos of conventions being placed on web site. The overall format of web site seems to be working OK, so leave as is.

PRES 10 – Video: Proposed that we establish goals, script video and produce it. Wegner said this is already set up. She will contact student support which has been used in the past.

PRES 11 – Chapter Presidents' Manual: Currently working on new areas and updating contacts. There will be “Presidents-only” access on website (password protected). There will also be new “how to” sections. Wegner asked Mounts to collect Chapter feedback and updates so we'll have a “best-of-the-best” ideas on what the Presidents want on the website.

PRES 12 – Kids View Ideas: A feedback survey was requested. This has been done.

PRES 13 – New Display: The museum is special, but it still needs something to draw members back at convention. We want and need a new display every year to keep museum fresh. Also, there might be a single, special piece auctioned off or some other teaser.

PRES 14 – City Contacts: Birks wants to develop one new “contact” or point of interest with the City each year to educate members as to the events and other museums that exist in Red Wing. Develop documentation so that over time, city visitors and new members will end up with a collection of “contacts”. This will also be shared with the City (which has similar materials) so that over time, this will develop our relationship with the City.

PRES 15 – Annual Events: Develop information to direct our members and collectors to annual happenings in Red Wing and surrounding area.

PRES 16 – Merger of Foundation and RWCS: Concept proposed but it's not possible due to tax implications. Note to Wegner: put bylaws for RWCS and the RWCSF in the Presidents’ Guide.

Technology Committee Topics

TECH 1 – Smartphones: We can currently see, on our smartphones, anything on the RWCS website. As such, we currently don’t need an app developed for the convention schedule.

TECH 2 – Election/Nomination Procedures: Draft is completed; final proofing to be finished after BOD meeting.

TECH 3 – Website Posting: Request for videos and pictures on website. Much has been done and more is in process.

TECH 4 – Electronic Voting: The voting process has been developed; the technical issues with voting electronically now need to be developed to meet the needs of the voting process.

TECH 5 – Online Seminars: Technical issues are being studied.

TECH 6 – Barrel Cookie Jar: Copies of CDs with program have been made and delivered to the Reps for delivery to the Chapters.

TECH 7 – Remote Participation: Can technology be leveraged to allow members to participate in events, like auction. This is not a technical item. Wichert offered to provide support for Selfridge.

TECH 8 – Reps Attending Chapter Meetings: Presidents indicated they would like to have Reps attend their meetings in person or via Skype. Other than seminars, we are not currently filming parts of the convention live; that is in the future.

TECH 9 – Craigslist: Market the MidWinter to gain new members; this is already being done.

TECH 10 – Separate Website Sections; Use separate areas on the website (one for BOD, one for Presidents, one for members, one for non-members). President’s manual, for example, would have a section that can be kept up to date with new contact information, grow with new policies, but minimize printing since changes would be posted directly to the website.

Technology Committee From The 2014 Budget

TECH 11 – Create short URL: Done: “erwcs.org”.

TECH 12 – Standard Link Icon: Low priority. Don’t need it now.

TECH 13 – GPS Crock Hunt: Geo caching; good for young members.

TECH 14 – Create “What to Expect” Video: Study for the future. Don’t want virtual seminars which take away from “live” experience.

TECH 15 – Virtual Convention: Study for the future. Don't want virtual convention if it takes away from "live" experience.

TECH 17 – Games/Apps/Children's Version: Cost is problematic. Pass on the idea until technology allows it.

TECH 18 – Facebook Check-In: Avoid aps due to the expense.

TECH 19 – System for Members to Provide Social Content: Study for the future.

TECH 20 – Live Website: Basics are done; development continuing.

TECH 21 – Foundation Page on RWCS Website for Donations: We need the Foundation to create a webpage on their site to which we can link, so donations go directly to the Foundation so RWCS doesn't have to act as a "middle man".

TECH 22 – Donation Button for Foundation: Online renewals, registrations, donations have been resolved.

Wichert asked Board to provide funding in the budget to accomplish necessary updates and developments. Amount requested to be put in the budget: \$15K.

President's List of Items

P1 – Commemoratives: Hallstrom verified that Chapters no longer need to annually donate one of their commemoratives for the Schleich Museum as they have in the past.

P2 – Reciprocity Agreements: Thirteen of the sixteen documents have been returned to Sagat. Agreements have not been received from Puget Sound, Nebraska and Colorado. These will be transmitted to Reps @ Large for signature. Colorado and Puget Sound will go to Robinson. Nebraska will go to Mounts.

Auction Items

AUCT 1 – Emails: Next year's auction will not accept email applications.

AUCT 2 – Tiers: Consider additional tiers for reserve pieces that are less than previous \$2K minimum; new tier being considered: \$500.

AUCT 3 – High End Pieces: Contact high end collectors and ask them to commit and identify piece(s) for next year's auction which would allow auction to do long range advertising.

AUCT 4 – Outsiders: Consider allowing non-members to attend the auction if they pay a buyer's premium or sell them a membership on the spot to gain admittance.

AUCT 5 – More "Better" Pieces: Allow more than two "better pieces" from the same member.

AUCT 6 – Green: Selfridge planning to contact Burley Green of the Blue and White auction for additional insight.

AUCT 7 – Improve Marketing: Promotion and scheduling issues have been done to bring in new bidders.

AUCT 8 – Absentee Bidders: Absentee bidding has been researched. For now, the costs and technology are prohibitive.

AUCT 9 – Catalog Fee: Find way to eliminate \$5 catalog fee. Can't do it online since information is "last minute" and the grading is "last second". Such a list would not depict the correct order of pieces.

AUCT 10 – Access: Remote access is not feasible. Problems include exceptionally high cost for systems such as Proxibid, inability of getting items in and graded early enough to list, and band width at High School may not be fast enough.

AUCT 11 – Auction List: Can list occur in newsletter or on our website? Auction list can only work as a teaser.

AUCT 12 – Auction Day: Consider having all auctions on same day so shorten time. Not possible to have all three on one day and there's no way to schedule anything other than our own RWCS auction.

AUCT 13 – Partial Listing: Proposal to have lists done earlier and have earlier grading? There's no advantage to earlier grading.

AUCT 14 – More High-End items: This is an ongoing continual endeavor to improve the quality of the auction.

Selfridge sold a block of 16 commemoratives last year; he's considering whether smaller blocks would be better.

Membership Committee

MEM 1 – Reduce Cost: Proposal suggested the first two years of membership for the cost of one. We need to get people in the door. Would this work to that end? Defer to Membership Committee.

MEM 2 – Free Membership: See MEM 1.

MEM 3 – Tiers: Multiple tiers suggested. Too many options are only confusing and more difficult to manage.

MEM 4 – Free “Green Newsletter: See MEM 3.

MEM 5 – Company Store: Catch traffic coming through the store and have handouts for RWCS.

MEM 6 – Previous Options: Defer to Membership Committee.

MEM 7 – Previous Options: We need to do something different to get a different result than we have in recent years. Budget is needed to develop specific ideas. Let the Chair and Committee decide the direction.

Representatives At Large

Robinson is working to re-establish Puget Sound, Colorado, and California Chapters. She has meetings set up with each Chapter. She is also working with Southwest.

Mounts is working directly with Iowa, Golden State, Siouland Redwingers, Michigan Wolverines, Illinois, and the Florida Redwingers Chapters. He is also developing an ongoing relationship with the Illinois Pottery and Stoneware (COIPS) and the Iowa Stoneware Collectors Club.

There are new options in their efforts now that they have a budget for traveling expenses.

Historian

One of Lambert's initial efforts will be to work with the Chapters to determine what and how each one will manage historical data at the Chapter level. She will work with the Foundation and the museum to organize its video library. When it comes to convention seminar videos, it may be necessary to check presenters' consent forms since the original videos were filmed to be used by members only, the use of which may change.

Education Items

ED 1 – Attend/Present Elsewhere: RWCS experts will present at other locations or clubs. Glenn Beall will work with other clubs.

ED 2 – Invite Presenters: Invite other clubs from anywhere to make presentations in Red Wing.

ED 3 – Partner with other Stoneware Clubs: Speak at other non-RWCS conventions.

ED 4 – Museum Photos: When available from the Foundation, prepare a program using museum's photo library,

ED 5 – Shared Interest: Conduct seminars in a shared-interest format as done in the past. One of the seminar rooms is typically available, so 4 meetings could take place during the timeframe of typical seminars, with one session after another on topics including stoneware, art pottery, dinnerware, and brushware/specials.

ED 6 – Dump Diggers: Comment made to limit multiple dump digger seminars at Convention and MidWinter. However, BOD feels the seminars contain valuable information and are always well attended.

ED 7 – Improve Education: Comment made that education should be improved for both members and non-members. The various programs are doing quite well presently.

ED 8 – Virtual Displays: Concept being promoted since it's difficult to move a large quality display. Beall remarked that static photo displays are boring. Current displays are 3 dimensional and have a much better sense of scale. Although virtual displays could provide information which would not otherwise be experienced, Beall is opposed to the concept. The BOD also felt it would not be a fair comparison of a virtual display vs. a static display for winning prizes, and no motion was submitted for additional categories for displays.

ED 9 – Online Seminars: Request made for putting seminars online. Topic covered elsewhere.

ED 10 – Seminar Content: Have information on website to explain seminar, speaker biography, a few pictures. Done.

New book is out covering the story of the Minnesota/Michigan Brown Jug. Author will be speaking on the book; speech will be open to the public. This would be the keynote speech. Discussion occurred as to whether to allow book sales.

Executive Director's Items

W 1 – Volunteers: Wegner needs to update list of volunteers needed. List should be updated and sent to Chapters three months before convention and MidWinter. BOD is considering establishing a "Volunteer Chairperson" position.

W 2 – Signage: Wegner and Sagat will work with Hallstrom to develop a complete package of signage: exterior signs, directional signs and room signage. Uniformity, graphics, color, etc. need to be developed. Once signage package is done, budget would be established and cost responsibility determined.

W 3 – Operating Report: Executive Director's Operating Report needs to be edited. BOD needs to review. Changes, if necessary, are due by November 1st.

W 4 – Policies and Procedures: Drafts of all policies and procedures have been done. Review is in progress.

Executive Session

Motion by Lambert, seconded by Morawski, to go into Executive Session at 3:20 PM. Motion carried. The Board conducted its annual action regarding the evaluation of candidates for induction into the RWCS Hall of Fame. Motion made by Lambert, seconded by Wichert, to come out of Executive Session at 4:38 PM. Motion carried.

Adjourn

There being no other items for discussion, meeting was adjourned at 4:40 PM.

Respectfully submitted,
John Sagat, RWCS Secretary

Minutes approved February 6, 2015.