

CBA Board Meeting Agenda

10/21/2020 7-830pm teleconference

Officers and Board members:

- Miguel de los Rios: President
- Paul Boulay: Vice President
- Victoria Ritter: Treasurer
- Craig Litwin: Secretary

Board Members

- Celeste Flores *
- Dan Perkins
- Gary Standke
- Jeff Hunter
- Eric Chang
- Greg Hudgins
- Michael Suwczynsky

***Indicates absent**

Guests:

- Mike Mumford
- Julie Henry
- Dave Carroll
- Linda Mangum
- Dennis Dusek

AGENDA

- 1. Attendance and Agenda: Called to order at 7:08**
 - a. Attendance – Craig Litwin, Secretary
 - b. Additions to the Agenda – Miguel de Los Rios
- 2. Approval of Minutes – Craig Litwin**
 - a. Approved via email. No Action needed
- 3. Officer's Reports**
 - a. President's Report

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- i. Discussed our membership numbers and the comprehensive way our organization has been working together to keep us strong during difficult times.
 - ii. Discussed how our financials look much better than where we were and how we have turned this around.
- b. Treasurer's Report
- i. ½ year financial report to be presented on day of meeting
 1. We have raised a lot more money this year than we projected to at the beginning of the year.
 2. Victoria presented the report to the Board and guests outlining amounts of money by section.
 3. Discussion of the great response to our online demonstrations and the call for more classes was discussed.
 4. Ebay costs were reviewed, and how we net 82% of the gross sale. Victoria registered our ebay store as a nonprofit to reduce their fees. Jeff outlined how we may eventually increase our store level to also bring costs down. Accolades were shared for Jeff and Paul's excellent work in this process, along with Gail and Michael on shipping.
 5. Merchandise and Virtual Events were funds that we did not anticipate that have been a big help to our organization.
 6. Expenses were examined by category.
 7. Discussion about how we keep our financial picture improving over time.
 8. Discussion of online versus expanding the printed version over time and how we are essentially making two magazines, online and print.
 9. Discussion of tax adjustment needed was discussed.

4. Committee Reports:

- a. 2021 Spring Conference Committee April 16, 17, 18th
 - i. Dave Carroll and Miguel
 - ii. Dave Carroll presented the Vista Forge specifics
 - iii. Safety protocols are being designed
 1. No bleachers and personal chairs that attendees bring to social distance

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- iv. San Diego is relatively open in regards to Covid
- v. Vista Forge can pull the plug on the project without a losing money if we need to.
 - 1. The exception is when we print assets
- vi. Airfare is being purchased with refundable options
- vii. 110 is our breakeven
- viii. \$7500 is our projected revenue for 160 number of attendees
 - 1. Event will be Friday, Saturday and Sunday
 - 2. If someone comes one day they get a weekend ticket
- ix. One thing that could affect the budget would be the limitation on a hall auction if folks are uncomfortable with closer socializing.
- x. Perhaps the banquet will be outdoors, but that creates its own set of challenges.
- xi. Demonstrators lined up include:
 - 1. Dennis Dusek
 - 2. Linda Metcalf
 - 3. And many more
- xii. Theme
 - 1. Blacksmiths are essential workers
 - a. Each site will show
- xiii. New outside teaching area has been added to Vista Forge to allow for classes and forging to happen simultaneously
- xiv. Some demonstrations include:
 - 1. Knife making
 - 2. Business of blacksmithing
 - 3. Tool making
 - 4. Striking
- xv. No competition has thus far been designed and a host is needed
- xvi. Facebook Spring Conference Page is being considered.
- xvii. April 15 is an all staff social with some of the demonstrators
- xviii. Camera and video presentations could be a good strategy to broadcast the demos to folks around the area.
- xix. 100% refund policy for those who don't feel safe to attend at any time.

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- b. 2022 Spring Conference Committee
 - i. Julie Henry presenting about Petaluma for the Spring Conference
 - ii. It is an optimal location for a multitude of reasons
 - iii. Previous draws were 400-500
 - iv. SFO/OAK airports are nearby
 - v. Napa Valley Film Festival and Bottle Rock are two events that Julie is part of
 - vi. Julie is comfortable with spreadsheets, and plans to rely on the Oktoberfest crew to assist with the Spring Conference
 - vii. No budget, demonstrators, or team are assembled so far
 - viii. Primary goal is to get non conference attendees to attend the dinner and bid on the auction items Saturday night.
 - 1. Concept of decentralized wine and cheese events out of the area connected to the auction was presented.
 - 2. Online bidding can start the moment the conference starts
 - 3. Art Gallery connections will be utilized
- c. Merchandise Committee
 - i. Jeff, Dan, Gail, Michael
 - 1. Hats and shirts are being looked into. Masks are being looked at. Smaller anvils are being considered.
 - 2. Shirts are being offered to the Board for \$14 on the contingency that specific marketing actions be taken.
 - 3. Request for board members to each loan this committee \$300-\$600 for buying things that we can put up for sale
 - 4. Dan will generously cover the costs of the hats and be reimbursed later on
 - 5. Committee solicited for ideas of where to get good products
 - 6. CBA anvils, smaller trinkets were talked about. Dan will look into this.
 - a. Aluminum cast anvils will be looked into by Dennis Dusek
 - b. Dan will look into ABANA's source Walkner's Forge.
- d. Magazine Committee

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- i. Editor-Mike Mumford
- ii. **Nov-Dec edition:** the skinny edition went into the mail on Tuesday, 20 Oct. The online edition was also posted on Tuesday, 20th. The online is 51 interior pages.
- iii. **Reprints:** other newsletters have reprinted our articles 32 times this year.
- iv. **Next edition:** As always, I'm partway through getting articles ready for Jan-Feb. We have a good selection of both human-interest and technical articles.
 - 1. As things open up, I'm looking to get more human-interest photos of people doing stuff. Please help get photographers to send pix.
 - 2. I don't know when we'll publish it, but we received a good article from Joy Fire, fulfilling a CBA grant requirement.
- v. **Yearbook:** I've done some digging into a yearbook compilation of magazine articles, but action on this is not complete. It looks like we could provide a to-order service for our members. For preliminary planning, I've used a number of 180 pages. It appears that we could offer this at \$50 -75 per copy, including mailing.
 - 1. Our current printer has asked to bid on this, he's still working on the bid.
 - 2. **Action request:** I would like to be authorized to buy some sample copies from vendors, for evaluation.
 - a. The board gave direction to go ahead and make this expenditures through the President
- vi. **Website:** Lots of event announcements.
- e. Website Committee
 - i. Mike, Paul
 - ii. The RFP created by Mike Mumford has been reviewed
- f. Membership, Fundraising, and New Sources of Revenue Committee
 - i. Craig, Paul
 - 1. **ACTION** Craig to work with Gary and the committee to offer a clear 'gift membership' or other coined term.
 - a. For example
 - i. 'First half on us'

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- g. Marketing Committee
 - i. Needs Chair
 - ii. We need a social media guru
 - h. Education Committee
 - i. Dan Perkins / South ed Chair
 - i. Safety Committee
 - i. Needs Chair
 - j. Grants committee
 - i. Beth
 - 1. **ACTION:** Miguel to invite her to the next Board meeting
 - k. Finance Committee
 - i. Miguel and Victoria
 - 1. Covered in the Treasurer's report. Committee met 10/20 and had a productive meeting
 - l. Zoom Committee
 - i. Dan and Victoria
 - 1. Dan let us know that another committee meeting will occur next week
 - 2. We need to be a little more organized with a list of to do items
 - 3. It was expressed that this should continue beyond Covid
 - 4. Discussion of a CBA media kit was mentioned
 - a. Kit cost estimated for a decent ket at around \$400-\$600
 - i. Laptop and microphones
 - b. Fantastic kit estimated to cost under \$1,000
 - 5. Biggest issue is finding enough people to be the host and moderate the events
 - a. We need other people to step up and moderate these classes and host them.
 - 6. Linda Mangum has graciously volunteered to help with this committee
 - a. Linda trains folks on Zoom and has PowerPoint skills.
 - ii.
5. **Old business**

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- a. Virtual Classes
 - i. Dan
- 6. **New Business:**
 - a. Discussion of new board members
 - i. Paul outlined how we have four board seats that are expiring that must be filled.
 - 1. Dan Perkins
 - 2. Gary Standke
 - 3. Jeff Hunter
 - 4. X
 - ii. We need more board member nominations
 - 1. **ACTION:** Craig to work with Paul to invite potential board members to the December board meeting.
 - iii. Greg and Jeff stepped in to finish previous board members who left or became officers.
 - 1. Gary pointed out that new appointees start the clock fresh with a two year term
 - iv. **ACTION:** We need to have biographies and photos of board candidates- information for Mike Mumford by the middle of November.
 - b. Board Policy Consideration to expand term limits from two terms to three terms for Board Members
 - i. **Action Required to do this:**
 - 1. Requires a bylaws update which requires an affirmative 2/3rds vote of the members after 2/3rds of the board allows this to be presented to the membership.
 - c. E-Newsletter
 - i. Ad for Vista
 - ii. Holiday sale
 - iii. Gary's web addition in the CBA web site level one and two descriptions is a list of YouTube videos of the projects.
 - iv. Merchandise pitch
 - v. Updated CBA demonstration schedule
 - d. Board Policy Consideration to simultaneously post CBA video to CBA's and Mark Aspery's youtube channels

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- i. **Action Required**
 - ii. Victoria presented the item and described the Action needed.
 - 1. We need a coordinator
 - 2. We have an opportunity to also use Mark Aspery's channel, which has more members, but we would need to approve that allowance as a board.
 - a. Miguel makes the motion and Dan seconds the allowance for posting to both the CBA channel and Mark Aspery's channel.
 - i. Passed unanimously
 - 3. There is also the Northwest Blacksmith Association that we can look into utilizing.
7. **Correspondence:**
- a. Holiday Mailer
 - b. Thank you Cards
8. **Open Time: Comments and Questions:**
- a. Gary offered an addition to the website for level one and two which are now on the bottom of the CBA website
 - i. That will be in the next print magazine
9. Next BOD meeting December 02, 2020 7-830pm
10. Move for adjournment
- a. Adjourned: Moved by Miguel and seconded by Dan at 9:23pm

California Blacksmith Association
Profit & Loss Budget vs. Actual
 April 1 through October 8, 2020

	1st and 2nd quarter	Budget
Ordinary Income/Expense		
Income		
4000 · Dues	15,879.48	12,887.10
4100 · Income Events		
4101 · Registration	4,091.00	20,932.26
4102 · Meals	0.00	0.00
4103 · Iron in hat	0.00	303.23
4104 · Auction	0.00	1,432.26
4105 · Refund	-4,507.50	0.00
4106 · Merchandise Sales	811.10	3,500.00
4107 · Advertising	0.00	0.00
4110 · Misc conf revenue	0.00	0.00
4100 · Income Events - Other	0.00	0.00
Total 4100 · Income Events	394.60	26,167.75
4200 · Event income		
4210 · Anvil Sales	0.00	0.00
4200 · Event income - Other	0.00	0.00
Total 4200 · Event income	0.00	0.00
4300 · Sales and Donation Income		
4302 · Grants	0.00	0.00
4303 · Library fees	0.00	0.00
4304 · DVD Sales	0.00	0.00
4305 · Merch/Memorabilia Sales	1,080.56	225.81
4306 · Safety Gear Sales	0.00	0.00
4307 · WA Online Store	0.00	0.00
4308 · WA Manual Items	0.00	0.00
4500 · Donations Received	22,661.92	8,481.74
4300 · Sales and Donation Income - Other	0.00	0.00
Total 4300 · Sales and Donation Income	23,742.48	8,707.55
4510 · Rental Income	150.00	0.00
49900 · Uncategorized Income	0.00	0.00
Total Income	40,166.56	47,762.40
Cost of Goods Sold		
50000 · Cost of Goods Sold	0.00	0.00
Total COGS	0.00	0.00
Gross Profit	40,166.56	47,762.40
Expense		
5000 · Magazine Expense		
5001 · Magazine Preparation/Editing	3,300.00	3,834.00
5002 · Phone	0.00	0.00
5003 · Magazine postage	1,414.50	1,590.97
5004 · Magazine Printing	6,063.25	5,878.26
5005 · Magazine Editor	1,800.00	2,032.26
5006 · Magazine Shipping	842.63	920.48
5000 · Magazine Expense - Other	0.00	0.00
Total 5000 · Magazine Expense	13,420.38	14,255.97
5050 · Web Site Management Expenses	1,800.00	2,032.26
5100 · Expense Events		
5101 · Site/setup	0.00	2,412.90
5102 · Demos	0.00	0.00
5103 · Lodging & Travel	0.00	400.00
5104 · Merchandise & Promotion expense	1,103.95	300.00
5105 · Credit Card Fees	0.00	0.00
5106 · Food & Catering Expense	0.00	4,380.65
5107 · Equipment, Materials & Supplies	258.31	1,858.06
5108 · Office Supplies and Misc Expens	0.00	577.42
5109 · Conference Management Fees	0.00	0.00
5230 · Demonstrator Stipend	600.00	4,403.23
5240 · Staff & Volunteer Expense	0.00	0.00
5100 · Expense Events - Other	0.00	0.00
Total 5100 · Expense Events	1,962.26	14,332.26
5200 · Event expense		
5210 · Misc evt exp	0.00	0.00
5200 · Event expense - Other	0.00	0.00
Total 5200 · Event expense	0.00	0.00
5300 · Education/Instructor Training		
5075 · Rental Expense	90.00	93.87
5301 · Basic class development	0.00	0.00
5302 · Basic class support	0.00	0.00
5304 · Instructor workshop materials	0.00	0.00
5305 · Misc. Ed. Expense	601.56	938.71
5306 · Instructor Demonstrator	0.00	500.00
5307 · Education Chair Stipend	1,500.00	4,064.52
5500 · Library	91.41	282.26
5800 · Safety	0.00	0.00
5300 · Education/Instructor Training - Other	0.00	0.00

California Blacksmith Association
Profit & Loss Budget vs. Actual
 April 1 through October 8, 2020

	1st and 2nd quarter	Budget
Total 5300 · Education/Instructor Training	2,282.97	5,879.36
5400 · Scholarships and Grants		
5401 · Aspery School	0.00	0.00
5402 · Campbell School	0.00	0.00
5403 · Turley School	0.00	0.00
5404 · Sierra Forge and Fire	0.00	0.00
5410 · Other schools	0.00	0.00
5400 · Scholarships and Grants - Other	0.00	0.00
Total 5400 · Scholarships and Grants	0.00	0.00
5405 · Grants and Scholarships	1,000.00	2,000.00
5600 · Jennings Video	0.00	0.00
5700 · Anvil Purchases	0.00	0.00
6000 · Admin Expense		
5650 · Promotions	732.00	0.00
6010 · Bookkeeping Expense	0.00	0.00
6011 · Tax Preparation	0.00	800.00
6012 · Board meetings/travel	0.00	0.00
6013 · Registration	0.00	0.00
6014 · Office Supplies	153.23	0.00
6015 · Software Expense	266.90	250.32
6016 · Postage	205.95	187.74
6018 · Officer Stipend Treas/Secretary	1,800.00	4,064.52
6020 · Taxes & fees	-1,468.57	249.50
6025 · Returned Checks	0.00	0.00
6030 · Bank charges	13.45	62.58
6035 · Investment Account Charges	164.17	625.81
6040 · Credit Card Payment Fees	1,995.67	1,900.04
6060 · Membership Software	0.00	445.94
6065 · Donations paid	0.00	0.00
6110 · Accident insurance	0.00	0.00
6112 · D & O insurance	0.00	0.00
6114 · Insurance General Liability	4,123.36	4,251.00
6125 · Shipping office supplies	81.18	0.00
6000 · Admin Expense - Other	0.00	0.00
Total 6000 · Admin Expense	8,067.34	12,837.45
6100 · Ins	0.00	0.00
6140 · NOMM Contribution	0.00	0.00
6200 · Special Projects		
6210 · Magazine Archival	0.00	0.00
6200 · Special Projects - Other	0.00	0.00
Total 6200 · Special Projects	0.00	0.00
6560 · Payroll Expenses	0.00	0.00
66900 · Reconciliation Discrepancies	0.00	0.00
69800 · Uncategorized Expenses	0.00	0.00
Total Expense	28,532.95	51,337.30
Net Ordinary Income	11,633.61	-3,574.90
Other Income/Expense		
Other Income		
Merchandise Shipping	154.05	0.00
4400 · Other Income		
4299 · Interest Income	0.17	2.82
4420 · Dividend Income	205.85	0.00
4400 · Other Income - Other	0.00	0.00
Total 4400 · Other Income	206.02	2.82
Total Other Income	360.07	2.82
Other Expense		
9999 · Suspense	0.00	0.00
Total Other Expense	0.00	0.00
Net Other Income	360.07	2.82
Net Income	11,993.68	-3,572.08

Treasurer's report

10/21/2020

Victoria Ritter

6-month Budget check-in

April 2020 to
end of
September

- Total Income: \$44907
 - \$15,879 from Dues
 - \$22,662 from Donations

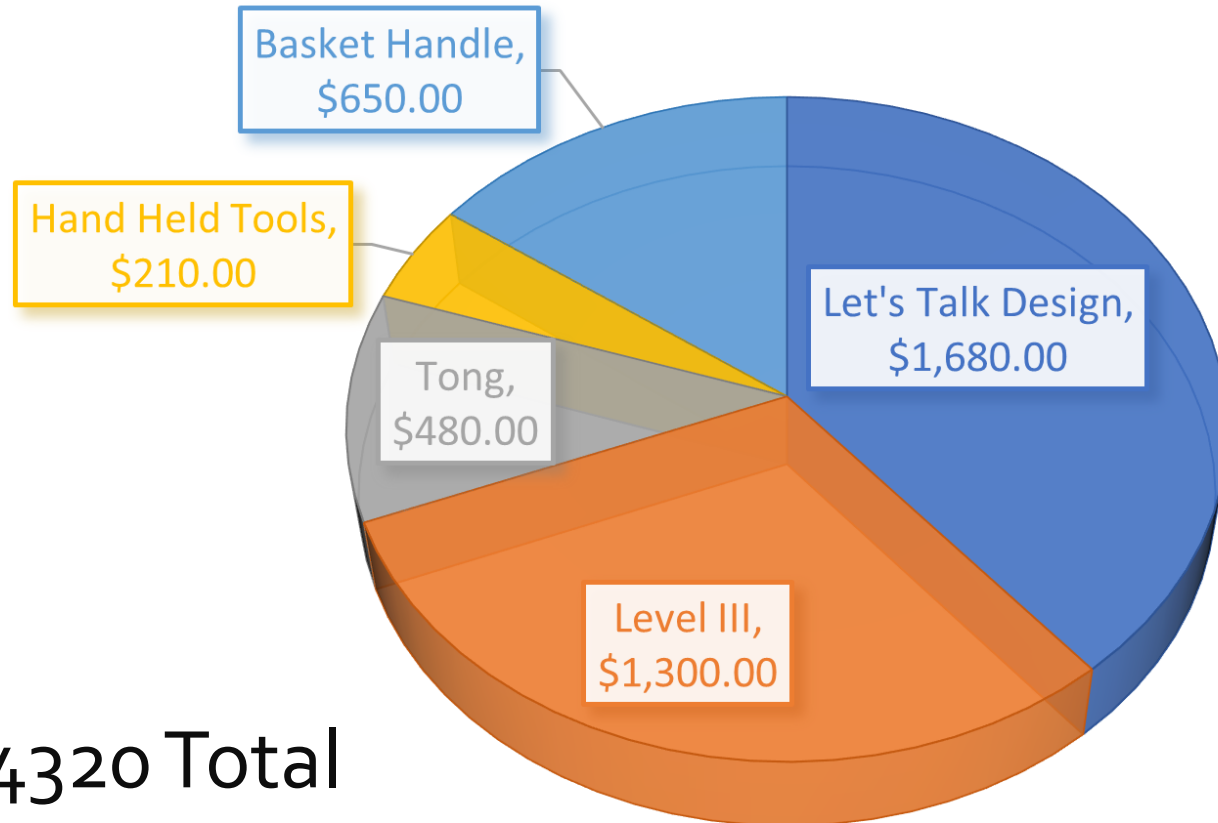
6-month Budget check-in

April 2020 to
end of
September

- Total Income: \$44,907
 - \$15,879 from Dues
 - \$22,662 from Donations
 - **\$4,320 from Zoom talks;**
 - **\$2640 from Mark Aspery material**

ZOOM PRESENTATION REVENUE

AS OF 10/2020



\$4320 Total

\$2640 Mark's Material

Budget check-in

- Total Income: \$40,167
 - \$15,879 from Dues
 - \$22,662 from Donations
 - \$4,320 from Zoom talks;
 - \$2640 from Mark Aspery material
 - **\$2,046 eBay sales**

	Items	Total income	Shipping Income	Fees & Tax*	NET
June	10	\$ 320.08	\$ 53.80	\$ (59.07)	\$ 261.01
July	14	\$ 451.68	\$ 75.60	\$ (74.42)	\$ 377.26
August	10	\$ 326.80	\$ 53.75	\$ (112.64)	\$ 214.16
September	12	\$ 1,404.04	\$ 101.50	\$ (210.73)	\$ 1,193.31
TOTALS	46*	\$ 2,502.60	\$ 284.65	\$ (456.86)	\$ 2,045.74

*10 Bottle openers
36 T-shirts

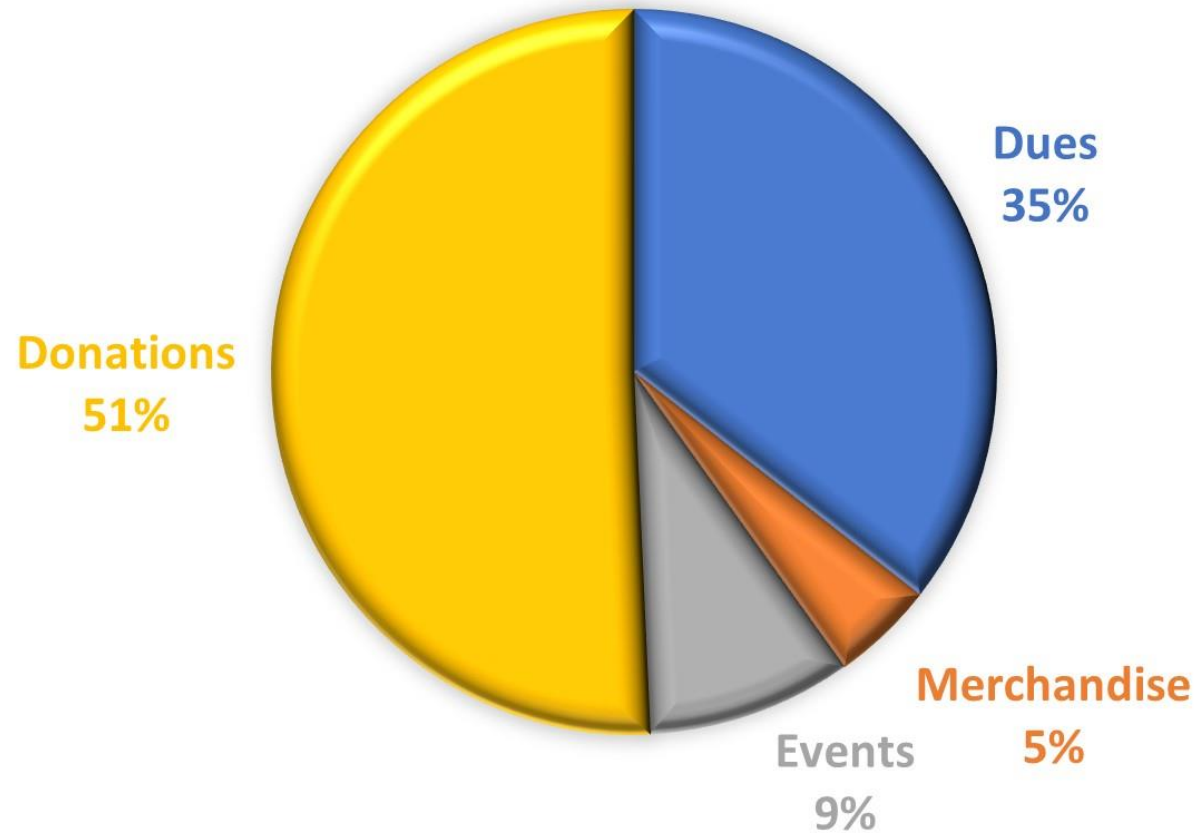
18%
* 7% to eBay 4% shipping cost 7% tax

Ebay sales

\$2045.74 in net income

Dues	\$15,879
Merchandise	\$2,046
Events	\$4,091
Donations	\$22,661
TOTAL	\$44,677

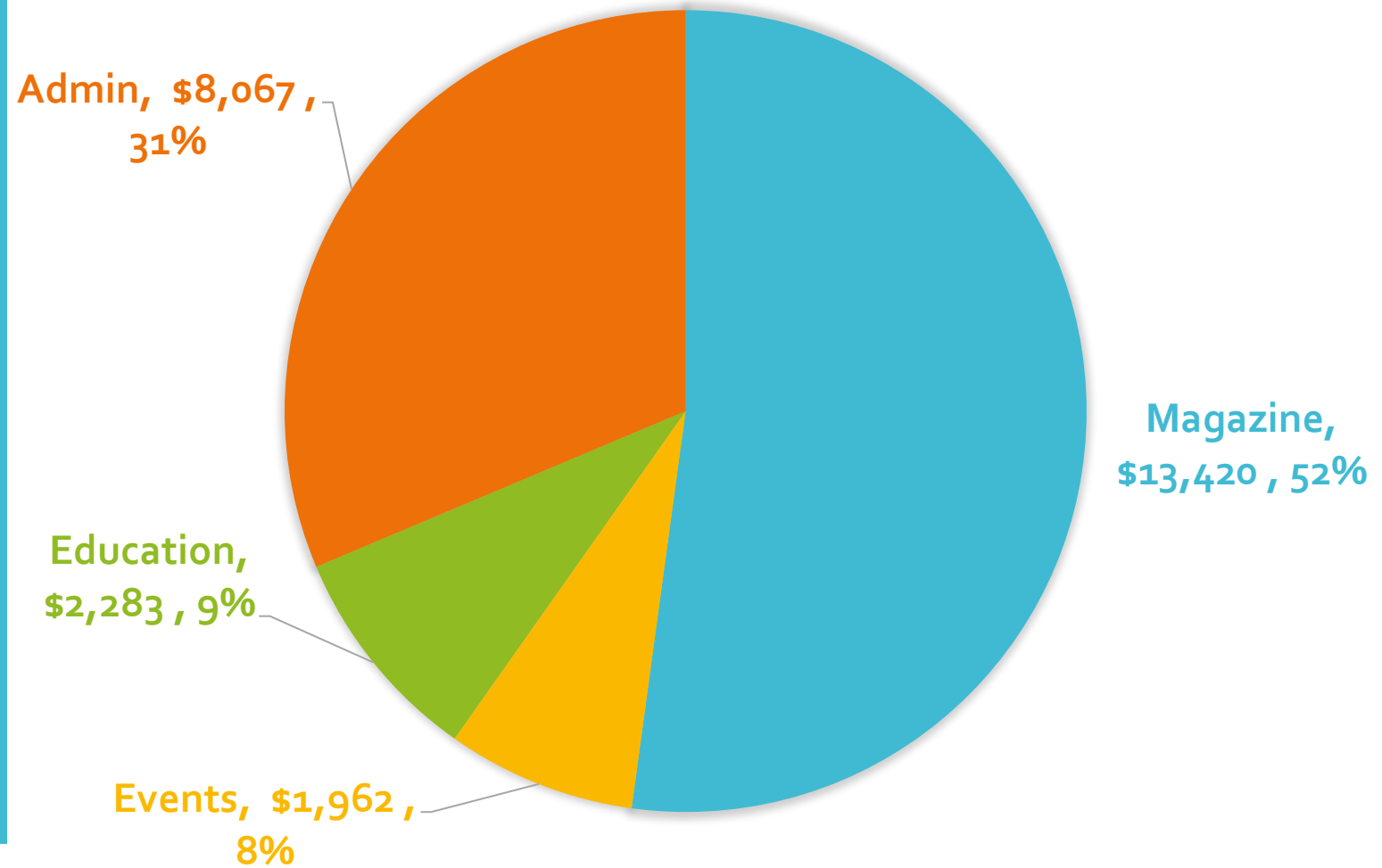
INCOME



Expenses

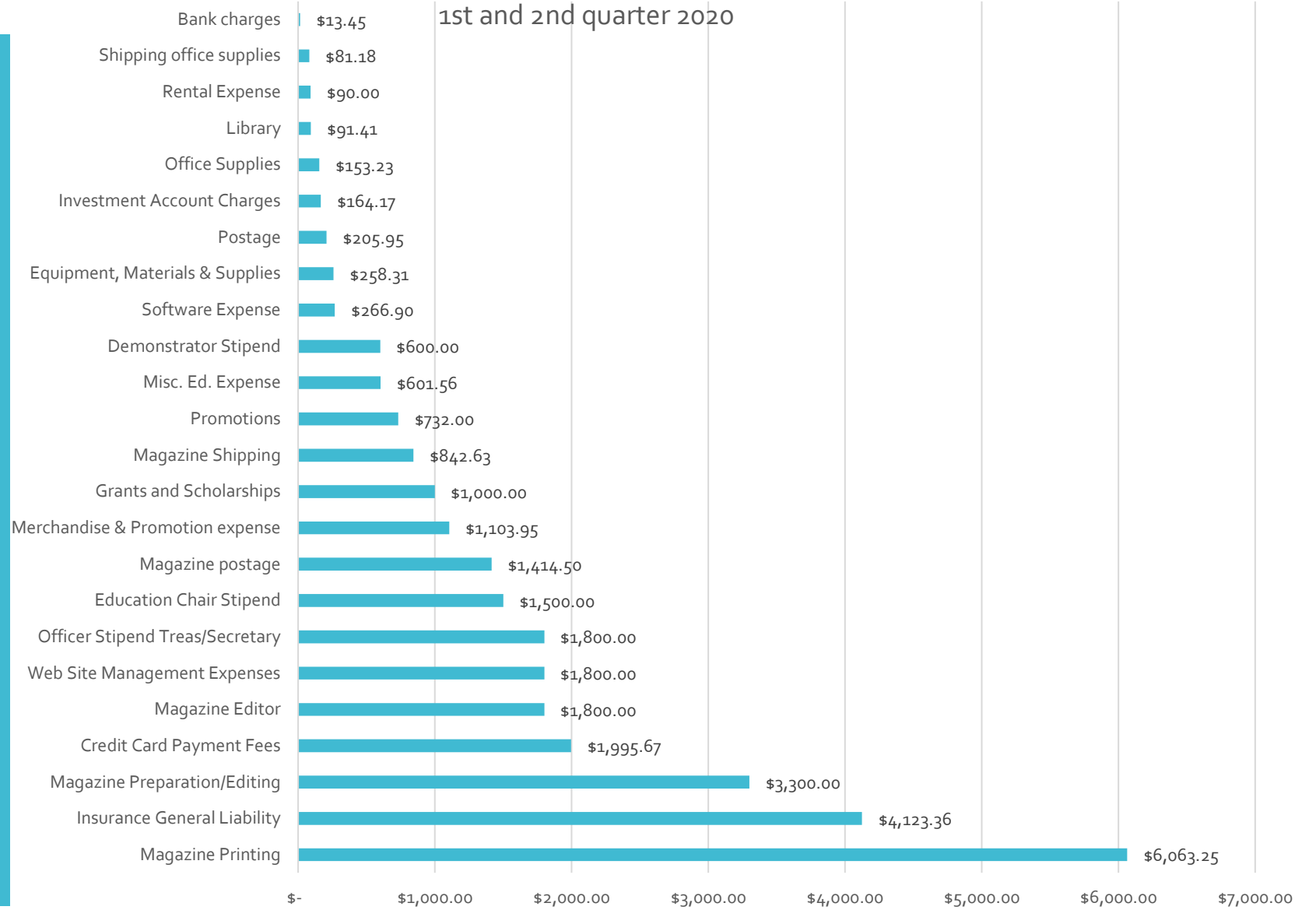
- Expenses: \$28,533
 - Under budget (no live activities)
 - Magazine expense \$13,420
 - Slightly under budget of \$14,256
 - Still have funds set aside for online upgrade: \$4,000

**EXPENSES
1ST AND 2ND QUARTER
2020**



Expense Review

1st and 2nd quarter 2020



Budget
check-in

Net Income \$11,994

Budget had a net loss of -\$3,572

Cash on hand

Wells Fargo balance 9/30/20: \$46,138.73

Edward Jones balance 9/25/20: \$40,962.33

Current estimate: 249 days cash on hand

Only considering Wells Fargo Balance

Goal is to reach end of year with 365 days cash on hand: 301 days is projected