

CBA Board Meeting Agenda

August 19, 2020 7-930pm 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:

- Editor, Mike Mumford

AGENDA

1. Attendance and Agenda

- a. Attendance – Craig Litwin, Secretary
- b. Meeting called to order at 7:10
 - a. Roll: Board Members (Craig, Miguel, Paul, Greg, Eric, Victoria, Gary, Dennis, Michael, Dan) Guests (Mike)
- c. Additions to the Agenda – Miguel de Los Rios
 - i. None

2. Approval of Minutes – Craig Litwin

- a. Approved via email vote

3. Officer's Reports

- a. President's Report
 - i. Consider displaying Board's availability to speak with members on our website
- b. Treasurer's Report
 - i. Review updated financials. Informational, no Action needed

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4. Committee Reports:

a. 2021 Spring Conference Committee

i. Dave Carroll

1. Demonstrators have cancelled due to the impacts of the global pandemic and difficulty of travel. Conference committee is open to ideas for demonstrators able to travel to the conference.
2. Vista Forge fully intends to host the 2021 conference as allowed by the Governor's health orders.
3. Theme has changed along the lines of: "World tour of blacksmithing, starting back in year 1500 BC to current time"
4. Suggestion to utilize blacksmiths located in western states
5. **ACTION:** November teaser needed for the Magazine with a deadline of October 20 for submission of the article/information for the membership. Mike to work with Chris to develop this article/information.

b. Merchandise Committee

i. Gail, Dan, Jeff

ii. Ebay site to remain

1. T Shirts available on the site
2. Sales wording to be updated that follow Ebay's wording rules.
3. Other items that will be for sale will need to go on Ebay so as not to utilize Wild Apricots site which already needs another third party vendor to facilitate.

c. Magazine Committee

i. Editor-Mike Mumford

1. Email feedback from members
2. Special edition magazine
3. Metrics:
 - a. We have had 20 articles reproduced in other US blacksmithing magazines this year
 - b. Some feedback received from members who want to see full publications were informed that we are doing what we can with budget constraints. We are looking at printouts for individual members and the costs associated.

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c. Board to be prepared to have conversations with our membership about the skinny magazine and the supplemental online magazine with expanded articles and full color that embrace our modern needs and digital technology.

i. **ACTION-** Miguel to pull messaging previously shared on Facebook with the board on 8/20/20 to maintain a consistent message across the non profit about our evolution to the skinny mag and associated online editions, and the new online demonstrations.

ii. Average time from dropping at USPO and landing in members mailbox has historically been 7-10 days

iii. **ACTION-** Board to come up with a policy if we are going to offer an estimated \$90 (\$15/issue) pricing for purchase of annually printed expanded online editions for purchase by members.

iv. Inform editor of upcoming events and look at past events for information that needs to be provided.

1. Estimated October hammer making online demonstration in October

2. What are we going to do in September?

a. Mark and Dan to talk on 8/20/20 to review the plan

b. See expanded actions and formation of an Online Demonstrations Committee, below.

d. Website Committee

i. Mike, Paul

1. We have an opportunity to offer an informative article to the general public. How to take photos and videos by Mark Aspery. Consensus by the Board to place the article on the website on the Resources page, with a splash homepage

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announcement to draw attention to this resource available to members and non members alike.

2. More information on web development *(See below)

e. Membership and Fundraising Committee

i. Craig, Paul, Jeff?

1. Themes for donations (Paul)

2. **ACTION-** Call all members who do not have an email address to check in on how they can get an online issue through a friend/family member

3. Calls to members to see how they are doing are needed. The board to start with members who do not have an email

4. Thank you cards/notes from Board members to donors

i. **ACTION-**Board wants handwritten notes to all donors as thank you to members. Form letterhead template to be provided to the Board for communications. Research CBA logo card cost and print them if the cost is reasonable. Design considerations to be provided to the membership and donations committee. Double check that all donors receive a thank you card on a bimonthly schedule. Craig to send out donor database to Board to coordinate thank you assignments.

5. **ACTION:** Membership and Donations committee will combine with New Revenues Committee. Language on Ebay to be updated.

6. **ACTION:** Craig to invite full board to attend this newly merged committee that meets every two weeks on Tuesdays at 5pm, with the next meeting August 25th

~~f. New Sources of Revenue~~

~~i. Jeff and Celeste~~

g. Marketing Committee

i. Needs Chair

h. Education Committee

i. Dan Perkins / South ed Chair

i. Safety Committee

i. Needs Chair

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- j. Grants committee
 - i. Beth
 - 1. deferred
- k. Finance Committee
 - i. Miguel and Victoria, Greg
 - 1. Report provided
- 5. **Old business**
 - a. Poll results, report back
 - i. Deferred to September Board meeting
- 6. **New Business:**
 - a. Online demonstrations, report back
 - b. E Newsletter, next edition
 - i. Deferred
 - c. Communications Planning
 - i. Deferred
 - d. Support for web development
 - i. Ebay store
 - 1. We have tshirts but there are offers of other items and equipment to sell as a fundraiser for the CBA
 - a. Needs identified:
 - i. Where to hold the pieces/items for sale?
 - ii. Who will do fulfillment?
 - b. **ACTION:** Paul and web committee to consider benefits of Ebay versus Shopify, such as auction potential and other benefits.
 - ii. Website comparison
 - 1. **ACTION:** Paul is deputized as the singular point of contact to solicit an RFQ to move forward with web development consultation. Board to review examples of best websites and inform Paul of what the look and feel of the site we desire should be. Paul to follow up with other board members for support as needed.
- e. Bottle opener sales
 - i. Deferred
- f. Formation of a Zoom committee (needs a committee head)
 - i. Event coordinator- Dan volunteered to coordinate

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1. **ACTION** Committee meeting to occur week of August 23, 2020, to be called to order by Dan
2. Ideas
 - a. Visit forges
 - i. About host, small demo
 1. Miguel can handle Southern California
 2. Dan can take Northern California
 - ii. Story board presentation
 - iii. Branding ideas:
 1. 'CBA Education Presents'
 2. 'CBA Members Presents'
 - b. Happy Hours
 - i. Screen shot pics of event needed for editor
 - ii. Zoom coordinator- Greg will coordinate the technical side of the Zoom calls.
 - g. Finance Policy proposal- *from finance committee* (Action required)
 - i. **ACTION:** Adopt the Finance Committee proposal, moved by Miguel, seconded by Gary. Passes unanimously.
 - h. Survey results
 - i. Moved to the top of the subsequent Board Agenda
7. **Open Time: Comments and Questions:**
 - a. Nothing shared
8. Next BOD meeting
 - a. September 16 7-830pm
9. Move for adjournment
 - a. Moved by Paul and seconded by Miguel. Passes unanimously