

IOWA JEWELERS ASSOCIATION BOARD OF DIRECTORS
Sunday, October 1, 2017 and Monday, October 2, 2017
Staybridge Suites West Des Moines
6905 Lake Drive, West Des Moines, IA 50266

BOARD MEETING
Monday, October 2, 2017, 9am – 2pm

Attended by: Will Doland, President, Steve Ginsberg, Second Vice President, Sheralyn Bartels, Treasurer, Brett Boyson, Director, Don Flotte, Sales Representative – Variety Gem, Suzanne Hull, Executive Director, Adam Cline, Secretary, Craig Doerhoff, Sales Representative – Seiko Corporation of America

1. MEETING CALLED TO ORDER at 9am.....President Will Doland
2. MOTION TO APPROVE MINUTES OF JUNE 24, 2017 BOARD MEETING..... Approved by all
3. FINANCIAL REPORTTreasurer Sheralyn Bartels & Suzanne Hull
 - a. Discussion began as to the conservative nature of the Putnam investment fund, which was agreed to be conservative by Steve and others.
 - b. Sheralyn recommended obtaining a corporate resolution so that the Putnam Investment fund can be legally discussed with Nathan Blayer to determine if the board should alter the fund with a goal of increasing its gains.
 - i. Executive Director was asked to have our lawyer write a corporate resolution so that these potential changes may be discussed.
 - ii. Discussion was tabled to move \$10k of the investment fund into a more profitable investment and the remaining balance of the fund to be moved into IJA savings account and was generally agreed upon as something worth considering upon further research.
 - c. Discussion of 2018 budget commenced
 - i. Questions as to why there are bank charges shown on the budget
 1. Sheralyn & Steve agreed to go through 2018 budget line by line to reconcile the figures presented.
4. EXECUTIVE DIRECTORS REPORT.....Suzanne Hull
 - a. Confirmation of the \$5 increase to dues across the board and their perspective amounts stated
 - i. Will Doland: Add an Emeritus fee of \$55
 - ii. Suzanne Hull: update website, update Google Form
 - b. Suggestion to discuss among the board to determine to renew contract with Contemporary Business Solutions for management services for later in the meeting.
 - c. Discussion: Non-members are not allowed to sit on the board. Non-members are not allowed to receive membership benefits.
 - i. Discussed charging more for non-members and less for members at events. Further discussion for membership committee.
5. COMMITTEES REPORTS
 - a. 2018 Annual Conference (Jaimi Kiger, Chair)
 - i. Dates: Friday, June 22 - Saturday, June 23, 2018
 - ii. Location: Holiday Inn Downtown Mercy Campus (1050 6th Ave, DSM)

- iii. Golf Outing: Friday am, June 22, Blank Grand View Golf Course
 - 1. Noel Fiscus & Brett Boyson to work with committee on hole sponsorships
 - iv. Travelers Social: Friday, June 22, 5 – 9pm
 - v. Saturday - Board Meeting: 9 am - 12 noon
 - vi. President's Social: Saturday, June 23 5:30pm – midnight: Banquet, Annual Meeting, Design Contest, Program
 - 1. Design Contest - Jaimi Kiger, Will Doland
 - 2. Seminars - Steve Ginsberg, Adam Cline
 - a. Share ideas for speakers (Steve and Adam will handle)
 - i. Adam Cline: Andrew Rickard - RDI, diamond presentation and possible keynote speaker for Saturday evening
 - ii. Drake professor to speak about psychographic profiling
 - iii. An entertainment style motivational speaker
 - 3. Golf / Social - Tom Keleher, Chuck Doerhoff
 - 4. Travelers Social - Rick Kupfer, Don Flotte, Sheralyn Bartels – remove committee
 - a. Was suggested that we charge \$20 fee a-la-carte but will be determined after the budget has been reconciled.
 - 5. Saturday Evening/President's Social – Noel Fiscus
 - a. Discussed: Palm reader, magician, screen pre-recorded testimonials, solicit pictures/videos from stores
 - vii. Will Doland: discuss length of conference
 - 1. Decided: Remove Sunday morning breakfast and seminar
 - 2. Consider having 3 speakers Saturday afternoon instead of 2
 - viii. Will Doland: Order lunch for the board and have a working board meeting
 - 1. Suzanne Hull: See if property allows external catering
 - ix. Suzanne Hull: ala carte registration for all aspects of the annual convention
 - x. Suzanne Hull: send out budget that includes costs per person and recommended fees per ticket
- b. Finance/Audit (Sheralyn Bartels, Chair)
 - i. Putnam account is not growing
 - c. Long Range Planning (Will Doland, Chair)
 - i. IJA Presidential Award Nominations
 - 1. Will suggested that we defer the Fellows / Presidents Award for a year as to not have an annual expectation
 - a. Nobody had an objection to this
 - 2. Also regarding the awards, when they are to be presented that the IJA should just comp the award recipient but to have everyone else pay.
 - a. All agreed to this
 - d. Membership/Travelers Social Events (VACANT)
 - i. Iowa Cubs, River Bandits, Quad Cities Mallards, IA Wild
 - e. Nominating Committee Report (Willie McGivern, Chair) Must consist of 5 members
 - i. Committee Members: Noel Fiscus, Will Doland, Tom Keleher, Howard Wilshire, VACANT
 - ii. Make recommendations on open positions
 - f. Society of Fellows (Noel Fiscus, Chair)
 - i. IJA Fellows Nominations
 - g. Student Outreach/Membership (Ad Hoc)
 - i. Will is to reach out to UNI art department to investigate possibilities
 - ii. Noel is to reach out to ISU art department for the same

6. UNFINISHED BUSINESS

- a. 2017 Annual Conference – Final Report
- b. Discuss presentations by Federated Insurance, All American Insurance/Mutual Insurance (Mike Meacham Email) and US Bank
 - i. Board decided to send out a Request for Bid that we may send out to All American and Federated as well as possibly other insurance companies that may be interested.
 - 1. Noel to draft a letter to share with board for review / revision before sending out.
 - ii. Sheralyn: research other insurance companies that offers same coverage
 - iii. Will: Contact Wexler and Gemshield this week
- c. Suzanne: Contact business card advertisers and let them know that I'll be sending out e-newsletter via email rather than paper copy
- d. Suzanne: inform Rhett with US Bank: not feasible with the POS that are already in use at the merchants

7. NEW BUSINESS

- a. Directory Ad Contract Rates / Mailing for 2018 – Suzanne Hull proposes an increase
 - i. 2017 Rates: Full Pg: \$450=b/w; \$550=color; Add \$50 for web link/Ins Front or Back, Add \$75 for Back Cover; Half Pg: \$325=b/w, \$425=color
 - ii. 2018 Rates: Full Pg: \$475=b/w; \$575=color; Add \$75 for web link/Ins Front or Back, Add \$100 for Back Cover; Half Pg: \$350=b/w, \$450=color
- b. Newsletter Schedule / Ad Rates for 2018 - Suzanne Hull proposes an increase
 - i. 2017 Rates: Full Pg: \$175=once, \$500=4 issues; Half Pg: \$115=once, \$320=4 issues; Business Cards: \$50=once: \$80=4 issues
 - ii. 2018 Rates: Full Pg: \$185=once, \$525=4 issues; Half Pg: \$130=once, \$340=4 issues; Business Cards: \$55=once: \$90=4 issues
- c. Suzanne: send out newsletter electronically only
- d. Suzanne: reach out to members that don't have email addresses and get them
- e. Prospective Membership Drive October 15, 2017 – November 15, 2017.
 - i. Determined that putting together a membership committee was a good idea, Chuck Kuba was offered up as a good candidate to head the committee
 - 1. Will and or Adam to reach out to Chuck to get his thoughts
- f. NEED Education Committee if considering offering four regional social/educational events
 - i. This could be store owner coffee meetups or educational events – for free, with the idea of inviting them to be IJA members
 - ii. Suzanne: arrange venue, handle ticketing, add event to website and newsletter
 - iii. Committee: define topics, brainstorm speakers for each topic, draft tentative timeline, determine budget
- g. Secret, Private Facebook Group.....Sheralyn Bartels
 - i. Going to be changed to an open group
- h. 2018 Budget.....Sheralyn Bartels
- i. Executive Director Review – Suzanne Hull excuses herself for discussion
 - i. Suzanne stepped out so that the board could discuss the renewal of the contract.
 - 1. All agreed that she has been doing a great job and that we would renew the management agreement.

8. OTHER ITEMS

- a. Board of Director Rotation

i. Was suggested by Will, Noel and Don that Deb from Bill's in Grinnell be invited to join IJA and be nominated to be on the IJA Board

1. To be offered to Deb by Will and Don – I believe??

b. New website launched August 17, 2017. Please send feedback to info@iajewelers.org

c. Board meets twice/year

d. Committees need to have meetings once per month

e. Sheralyn: consider health insurance

9. NEXT BOARD MEETING: Saturday, June 23, 2018 – 9:00 am - 12:00 noon

ADJOURNED