



National Association of Watch and Clock Collectors, Inc.
Board of Directors OPEN Meeting
March 16, 2022 @ 4:00PM Eastern Time
Columbia, Pennsylvania
IN-PERSON MEETING FINAL MINUTES

BOARD MEMBERS IN ATTENDANCE

Leroy Baker	Bob Burton	Tom Compton
John Cote	Renee Coulson	Jay Dutton, Treasurer
Cathy Gorton	Sherry Kitts, Secretary	Rhett Lucke, Vice Chair
Philip Morris	Rich Newman	

BOARD MEMBERS ABSENT

Jim Price, Chair – Excused Absence

EX-OFFICIO MEMBERS IN ATTENDANCE

Rory McEvoy, Executive Director	Myron Mintz, Legal Counsel
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GUESTS IN ATTENDANCE

Julia Burns, Clarity Transitions	Frank Del Greco
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ITEM	SUBJECT	LEAD
1	Call to Order In the absence of Chair Price, Vice Chair Lucke called the meeting to order at 4:05 pm EDT.	Vice Chair Lucke
2	Welcome, Introductions, Meeting Procedures & Announcements	Vice Chair Lucke
	2a. Introduction of Staff to the Board Executive Director (ED) McEvoy shared a video presentation to introduce the staff. Those able to be present included Seth Huber, IT & Chapter Support Specialist; James Campbell, Research Library Supervisor & Acting Museum Manager; Gina Donnan, Member Services Administrative Assistant; Ken De Lucca, Director of Education; Marlo Davis, Member Services Manager; Janelle Soash, Collections Assistant; Ben Errickson, Library Research & Archival Assistant; Gillian Radel, Associate Editor; Rhianna Lau, Ad Sales Coordinator; Keith Lehman, Creative Services & WatchNews Editor; Bill Zell, Gallery Security; Terry Zaporozec, Lead Admissions & Gift Shop Manager; Kate Jones, Admissions & Gift Shop Associate; Eileen Stevens, Housekeeping. Those for whom videos were shown but were unavailable included Sarah Gallagher, HR Manager & Development & Marketing Associate; Laura Taylor, Managing Editor; Marie Campbell, Accounting & Administrative Assistant; Richard Pazar, Gallery Security.	ED McEvoy

ITEM

SUBJECT

LEAD

2b. General Announcements as Provided by Chair Price

Vice Chair
Lucke

We will follow Robert’s Rules of Order for small Boards.

From Chair Price: “We are excited to have Executive Director Rory McEvoy in country and finally at HQ. He has already started to work closely with the staff. One of the senior leadership team thanked me for all my help for the past 2 ½ years and basically said the staff is ready to move on. I heard, “Don’t let the door hit you in the rear as you leave.” This speaks volumes about how Rory is fitting in as part of the HQ Staff.

“After the departure of Executive Director Tom Wilcox, The Oversight & Advancement Committee (OAC) was organized and was comprised of Vice Chair Baker, Treasurer Miller, Secretary Lucke, Director Dutton, Director Compton, Director Morris, Director Price (Chief Operating Officer) and Chair Newman. The Committee was changed during the 2021 Hampton, VA, National Convention when a new Board of Directors was elected. The Committee is now comprised of Vice Chair Lucke, Treasurer Dutton, Secretary Kitts, Director Morris, Director Newman, and Chair Price (Chief Operating Officer). Once the new Executive Director, Rory McEvoy, arrived at NAWCC HQ, Columbia, PA, on Monday, February 28, 2022, there was no longer a need for the OAC and it was disbanded.

“I attended the Lone Star Regional March 3-5, 2022. It was a great show. They had over 400 registrations and almost 300 tables. Many of the table holders informed me that it was one of the best shows they had been too. Director Kitts was the Board Rep and did an excellent job.

“We received a donation of books and clocks from Mickey Cohen, Joe Cohen’s brother. Joe was a friend to many of us here and to NAWCC. He will be missed.”

3 Roll Call

All Directors were present with the exception of Chair Jim Price.

Vice Chair
Lucke
Secretary
Kitts

MOTION by Treasurer Dutton: That Chair Price be Excused from the March 16-18, 2022, In-Person Board Meeting in Columbia, PA.

SECOND by Director Coulson.

MOTION ADOPTED BY UNANIMOUS CONSENT

4 MOTION by Secretary Kitts: to Approve February 24, 2022, Board of Directors ZOOM Meeting Minutes.

Secretary
Kitts

SECOND by Director Cote

MOTION ADOPTED BY UNANIMOUS CONSENT

ITEM	SUBJECT	LEAD
5	Scorecard Review	Director Baker
	<p>Vice Chair Lucke reported that Chair Price expressed thanks to Treasurer Dutton for the effort expended in catching up the financial reports for the past few months, all done while undergoing an audit and preparing a budget for the next Fiscal Year.</p> <p>Director Baker displayed the Scorecard and stated that we have just received the February Financial Report, though not seen on the displayed Scorecard. The January and February membership shows a slight increase, which is a positive report!</p> <p>It was emphasized that this Scorecard is the remnants of that initiated by the previous Executive Director, and ED McEvoy may wish to revise these metrics to better support his direction for the organization.</p>	
6	Update on radon testing / remediation	Treasurer Dutton
	<p>The radon equipment installation at the school is finished and operational. Keystone ran some test drilling in the basement at the museum on Monday as well. Keystone will have to come up with a game plan for the radon here at the museum which may include digging next to the building along Poplar Street to address the radon in the museum.</p> <hr/> <p>We have an estimate for remediation for the Museum of \$15,450</p> <p>Treasurer Dutton stated that we still have Paycheck Protection Program (PPP) funds which can be applied to this remediation, which is a “must do.” No grants are available to apply to this work for a non-profit to his knowledge. This is a capital project since the amount is over \$2500.00. After the remediation, Keystone will test again to verify the effectiveness of the installation. It was noted that there may be some aesthetic impact because the normal gas evacuation construction calls for PVC pipe up the side of the building.</p> <p>MOTION by Treasurer Dutton: That an amount of \$15,450 from remaining PPP funding be approved for award of contract to Keystone for remediation of radon levels in the museum.</p> <p>SECOND by Director Cote.</p> <p>MOTION ADOPTED BY UNANIMOUS CONSENT</p>	

ITEM	SUBJECT	LEAD
7	<p>2022 Dayton National Update & Call for Volunteers</p> <p>Director Newman reported the following:</p> <ul style="list-style-type: none"> *Moving ahead well; 1/3 of tables sold; hotel block had to be increased; expect ~1,000 *Got a great rate for the Convention Center; World Wide Traders before the Mart *Ken de Lucca planning workshops; there will be wristwatch, pocket watch, & clock lectures *Project a profit; budget was approved in December meeting *Moving keynote to 6:30 pm, opening Exhibit at 4 pm for keynote attendees *Directors meet full day Wednesday, half day Thursday to be available to help <p>Director Burton solicited help for Russ Youngs from those who know the registration program. Frank Webster and Geoff Parker were mentioned. It is expected that Directors will once again introduce speakers. Evelyn Slough will need help in the gift shop.</p>	<p>Directors Newman & Burton</p>
8	<p>MOTION by Director Newman: That Standing Rules ARTICLE VI CORPORATE OPERATIONS, Section 2 Employees, (a) Equal Opportunity be deleted.</p> <p>Current: The NAWCC does not discriminate in hiring or employment because of race, color, religion, age, sex, disability, national origin, genetics, retaliation, or other classes detailed in current or future Federal or Commonwealth of Pennsylvania statutes. This policy includes but is not limited to all decisions made on promotions, transfers, demotions reductions in force, discipline, recruiting, compensation, benefits, training, education, or any other terms or conditions of employment.</p> <p>Justification: This HR policy statement is in the HR manual, posted for employees and duplicated on hiring platforms and other places as appropriate. It is also updated from time to time by our HR manager as part of the HR manual review process. When the last update to the wording was taking place, the question of whether this additionally needed to be stated in our Standing Rules was raised. Counsel was consulted and the answer is no. This is one of many important HR policies; however, in the spirit of eliminating duplicative and unnecessary rules from our Governing Documents, this motion deletes it from the Standing Rules.</p> <p>SECOND by Director Coulson</p> <p>MOTION ADOPTED BY UNANIMOUS CONSENT</p>	<p>Director Newman</p>
9	<p>Solicitation for members on the Governing Documents Committee (GDC)</p> <p>Director Coulson asked for any suggestions of detail-oriented members, especially if they have parliamentary skills, and who may be willing to serve on the Governing Documents Committee. John Matthews has resigned, and he is appreciated for all he has done. She would like to keep five on the committee, and she has five with the addition of Geoff Parker, but she would appreciate having a back-up.</p>	<p>GDC Chair Coulson</p>

ITEM**SUBJECT****LEAD****10 Report of the Convention Committee**

Convention
Committee
Co-Chairs
Baker &
Kitts

Director Baker had the following report:

1. The iMIS Registration Program is undergoing alpha testing and issues are corrected as they are encountered. It is expected to be ready for beta testing by selected testers the week of March 21. The plan is to have it available for Regional use by September or October. The first Regional to use it may be the Florida Mid-Winter Regional in 2023.
2. A bar graph of the number of Regionals held and those cancelled over the last 14 years was displayed. In 2008, there were over 25 Regional events. Of course, major cancellations happened in 2020 and 2021 due to COVID. Cancellations did not have a major impact in most years. But the number of events has decreased significantly to 15 in 2022 (with the latest MKOA and North Coast Regional scheduling, there are actually 17).

Director Kitts had the following report:

1. During the past year, the Convention Committee revised the Board Rep and General Chair Reports for Regional events. Rich Newman was thanked for his insightful revisions to the Board Rep Report and for his reformatting in fillable pdf.
2. Accolades were given to Mid-South General Chairs Bob and Fran Geier for their investigation of change of venue from Chattanooga, TN to Dalton, GA. The charts they produced (a) comparing the fees charged by the 2021 Mid-South Regional to those by other area Regionals, and (b) showing the expected bottom line with lower fees that can be charged because Dalton is a more economical venue, though a very nice convention center. The Mid-South Regional sustained a loss in 2021 using the Chattanooga Convention Center.
3. Nationals:
 - (a) 2022 National in Dayton, OH report was given by Director Newman
 - (b) 2023 National will be in Lancaster, PA. Director Newman reported we have a great contract with the Marriott (both hotel & convention center) in Lancaster. There is a potential for 500 tables. Exhibit will be in Columbia at the Museum, and we may have a large auction of deaccessioned items. We anticipate great sponsorship.
 - (c) The 2024 National will be in Chattanooga, TN. Chair Price and Director Newman have the Convention Center Proposal for approval, after which the Marriott proposal will be reviewed. Most chairs have been identified; the spread sheet of chairs was displayed.
 - (d) 2025 National – we have hopes this can be in Texas. Chair Price has talked with the Chapter 124 members at the Lone Star Regional. The problem is the Arlington Convention Center is being repurposed and an alternate suitable venue would have to be located.
4. Future plans include reviewing Convention Committee Procedures for potential revisions, clarifying the roles and responsibilities of National and Regional representatives, and mining Board Rep and General Chair Reports for lessons that can be shared for Regional enhancement.

ITEM	SUBJECT	LEAD
11	Pledge Card Discussion	Vice Chair Lucke/ Treasurer Dutton
	<p>Chair Price would like for everyone to wait until after our meeting is completed on Friday to turn in their pledge card.</p> <p>Chair Price hopes that everyone will be able to make a meaningful contribution to the NAWCC. One proportional to your capacity to give, and one that indicates what the organization means to you. Because you made the decision to run for the Board, it is obvious that the NAWCC means something special to each of you. Chair Price knows you didn't run to have your name on the inside cover of the bulletin. You have a passion for this organization, and you want to see it survive. We are going to need to work harder than ever before to make that happen. Thank you for all you are doing.</p> <p>Treasurer Dutton emphasized that the Board should present an example for the membership. A pledge is recognized in the year it is made, regardless of the fact that it may be received in parts over a number of years. The Board was encouraged to pledge for five years. Legal Counsel Myron Mintz responded to a question that a pledge is legally enforceable. However, the NAWCC does not pursue legal action against a member who fails to meet his pledge, especially if there are extenuating circumstances.</p> <p>Forms on which to make pledges were handed out by Treasurer Dutton.</p>	
12	Travel Voucher Discussion	Treasurer Dutton
	<p>Chair Price advises that the Directors can put airfare, Rental car, lodging, each on the appropriate line and put in the dates with the total in the last column. Please have receipt for each. Scan and send in one email for approval. It will then be forwarded to Sarah for her to put into iMIS and send you a donation letter.</p> <p>Treasurer Dutton called our attention to the fact that there is a line allowing us to donate all or part of our expenses to the NAWCC. There was some discussion about the past practice of receiving a check for the expenses, then donating that back to the NAWCC by writing a personal check. Treasurer Dutton prefers that we use the available line on the voucher to dedicate what we would otherwise receive in reimbursement back to the NAWCC to relieve the extra work that would be required of the staff.</p> <p>Treasurer Dutton requested that the vouchers be returned to him since he is currently acting as the Controller. Treasurer Dutton will assure that the necessary approval is obtained from Chair Price.</p>	

ITEM**SUBJECT****LEAD****13 “BOARD OF DIRECTORS 10-YEAR VISION” Discussion**ED McEvoy/
Directors Cote
& Newman

The Board was divided into three groups. Each group was tasked with defining focus efforts for healthy perpetuation of the NAWCC, Inc., and the Museum and Research Library in 40 minutes. The following were themes for improvement and change collected from Board members’ input to the 10-Year Vision:

1. Membership decline/what we can do to make the NAWCC more valuable to 1) members and interested non-members, and 2) local chapters
2. Bringing the Museum and Library into a future that is much more accessible and valuable
3. Financial Development
4. The future of educational efforts
5. The future of NAWCC in-person events such as Symposium, Regionals, and the National Convention
6. The focus of staff efforts including Museum/Library, Publications, Development, etc.
7. Who can we partner with to help drive 1) membership, 2) revenue, 3) our educational mission.

Each group’s thoughts were recorded on flip-chart paper and yielded the following collected and subject assigned ideas:

1. **MEMBERSHIP:** We have a **dichotomy of membership**. We have (1) **intellectuals/serious researchers/serious collectors** and (2) **dealers/Mart lovers/Socializers**. Both groups are important. To address the needs of the intellectuals we need better accessibility to **educational videos, online research capability, and museum assets available online**. To address the needs of the dealers/Mart & Socialization lovers, we should look at **relaxing the Regional Meeting Guide rules** such that simple socialization, Marts, and auctions are blessed. Another issue for enticing membership is the **perception of our organization**. We are “old wood-cased clocks and pocket watches.” We need to **focus on social media** replete with vitality and interest, using various demographics, **promoting ourselves** with videos and ads that appeal to all interests and levels of knowledge. Other ideas for membership were to offer free membership, charging only for the magazine or other services.
2. **MUSEUM AND LIBRARY:** Many ideas here intersect with those under Membership above. The museum and library should be **more accessible via digitization** and online availability of library materials as well as museum assets. There should be an emphasis on **attracting international growth and younger members**. We need a **docent brigade** in the museum, access to the research center, and in ten years all museum artifacts should be available virtually. Another thought was to move the museum to Philadelphia, where there would be more exposure, though this is considered not economically viable not only from the moving standpoint, but from the angle that existing in Philadelphia is far more expensive. And Columbia/York/Lancaster is a heavily traveled tourist area.

ITEM	SUBJECT	LEAD
13 (cont)	“BOARD OF DIRECTORS 10-YEAR VISION” Discussion (continued)	ED McEvoy/ Directors Cote & Newman
	<ol style="list-style-type: none"> 3. FINANCIAL DEVELOPMENT: Suggestions included (1) Program of ASKS, (2) Identify major needs and proposed use of funds to potential donors, (3) address tough decisions in a timely manner, (4) Board Donors, (5) endowments, (6) new levels of membership, and (6) fund-raising Annual Time Festival. 4. EDUCATIONAL EFFORTS: This also intersects with Item 1, Membership. There is a need for more sophistication of digital resources. We need educational videos, not only “ABOUT” type videos but “HOW TO” type videos. There must be digital information to appeal to the common person with a passing interest, and to more sophisticated horological professionals. An apprenticeship system could be offered for running a Watch & Clock Shop. Courses for STEM schools could be generated and distributed. Member workshops should be enhanced and community educational events offered. 5. FUTURE OF NAWCC EVENTS: We could pursue the appetite for fewer Regionals with the Chapters hosting the Regionals, which would provide a larger pool of volunteers for the area Regionals. National schedules should be evaluated. Nationals could move from Regional to Regional. The NAWCC could offer value to the Regionals and take a cut of the profits when sanctioned by the NAWCC. Symposiums are most important to high level education enthusiasts; we could interact with others in the same situation putting on the same type of event. We should consider making the Symposium virtual only. Educational elements of the NAWCC events should be livestreamed. 6. STAFF EFFORTS: Create more publications focused for online use only. Publish books periodically (once/year or more). Russ Oechsle’s book “<i>Without Equal: The Clocks of Abner Jones of Bloomfield, New York</i>” was mentioned, as well as the work in progress of Philip Morris on the S-Town Exhibit. The NAWCC can partner with these endeavors and have their name and logo on the resultant literary work. 7. PARTNERSHIPS TO DRIVE MEMBERSHIP, REVENUE, AND OUR EDUCATIONAL MISSION: One idea expressed was that all our education should be handled by AWCI (American Watch and Clock Institute). We should partner with wristwatch companies such as SWATCH given the current interest in that field. We can partner with other watch and clock museums – they have similar goals and they should not be thought of as competition. 	

ITEM	SUBJECT	LEAD
14	MOTION by Vice Chair Lucke: That the regular session of the Board be adjourned.	Vice Chair Lucke
	SECOND by Director Burton	
	MOTION APPROVED BY UNANIMOUS CONSENT	
15	Solicit feedback from the audience.	Vice Chair Lucke
16	With no further business to conduct, the March 16 Regular Session was adjourned by Vice Chair Lucke at 7:15 pm EDT.	Vice Chair Lucke
	The Executive Session will be called to order at 8:00 am tomorrow morning, March 17.	

Please send all comments and questions on items being considered to NAWCC Secretary at sacutts@comcast.net
 Sherry Kitts, NAWCC BOD Secretary