



**National Association of Watch and Clock Collectors, Inc.
 Board of Directors In-Person Meeting
 Florida Mid-Winter Regional, St. Augustine, FL
 February 14, 2024 @ 9:00 am Eastern**

OPEN MEETING – FINAL MINUTES

DIRECTORS PRESENT

| | | |
|---------------------------|------------------------|---------------------------|
| Leroy Baker, Director | Bob Burton, Treasurer | John Cote, Director |
| Renee Coulson, Vice Chair | Cathy Gorton, Director | Jarett Harkness, Director |
| Sherry Kitts, Secretary | Rhett Lucke, Chair | Philip Morris, Director |
| Geoffrey Parker, Director | Jeff Zuspan, Director | |

DIRECTORS ABSENT

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| Eliel Garcia, Director |
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EX-OFFICIO MEMBERS PRESENT

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| Rory McEvoy, Executive Director | Myron Mintz, Legal Counsel |
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| ITEM | SUBJECT | LEAD |
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| 1 | Call to Order – Happy Valentine’s Day!!! Chair Lucke called the meeting to order at 9:20 am Eastern Standard Time. | Chair Lucke |
| 2 | Welcome, Introductions, Meeting Procedures & Announcements Robert’s Rules for Small Boards will be followed. The following guests were welcomed: Jay Dutton, Gary Myers, and Rich Newman. Vivian Ello, Mario Taylor, and Eric Tibbetts joined the BOD for lunch. | Chair Lucke |
| 3 | Roll Call Directors were present as listed above. | Secretary Kitts |

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| 4 | <p>MOTION by Secretary Kitts: to approve the January 09, 2024, Board of Directors Meeting Minutes.</p> <p>SECOND by Director Burton.</p> <p>MOTION PASSED BY UNANIMOUS CONSENT.</p> | Secretary Kitts |
| 5 | <p>Treasurer Report</p> <ul style="list-style-type: none"> • Treasurer Burton reported that our revenue was down but so were our expenses. • Our liquidity is still good and well within the required range. • A 6% draw from investment funds was authorized but so far none has been taken. • Income is above anticipated. • Auction sales of horological items designated for purpose of operational support garnered \$85,000, whereas only \$60,000 was anticipated in the budget. • We also gained \$43,000 from COVID Recovery funds with help from GMS. • With two months left in this FY, our investments are up \$394,000. The market has recently performed well. | Treasurer Burton Controller Ardini |
| 6 | <p>2024-2025 Budget Presentation/Discussion</p> <ul style="list-style-type: none"> • The 2024-2025 budget assumes a 4% drop in membership. • To encourage membership maintenance, dues will be held at current levels. • We have implemented point-of-sales system allowing automatic membership renewal, which should help to maintain members. • A 4% draw on <u>unrestricted funds</u> (\$102K) is authorized. • \$60K of <u>Board Designated funds</u> are provided to support GMS Grant writing. (This is in addition to the potential 4% draw.) • \$53K is anticipated from <u>temporary restricted funds</u> for the Public Time Gallery as funds to complete this project were previously taken from operations. (This is in addition to the potential 4% draw.) • \$25,000 is anticipated from sale of items that have not been accessioned or have been deaccessioned from the collection, \$15,000 from auction houses and \$10,000 from the National Convention auction. • Investment strategy is conservative. • The 2024 National Convention assumes a profit of \$52K. • The School of Horology will show break even as any surplus will be used for maintenance, repair, and necessary equipment purchases. • COVID Recovery Funds will be split between the School of Horology and the Museum. • We are on the 5th year of the 5-year contract with RKL for auditing services. Cost to retain is up to \$35,000 this year. We will compare some other firms, but familiarity may take precedence over the learning curve in next audit contract. | Treasurer Burton/ Controller Ardini |

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| 6 | <p>2024-2025 Budget Presentation/Discussion (continued)</p> <p>MOTION by Director Parker: To approve the 2024-2025 budget as submitted.</p> <p>SECOND by Director Baker.</p> <p>A roll call vote yielded eleven (11) ayes and no noes.</p> <p>MOTION PASSED</p> | <p>Treasurer Burton</p> |
| 7 | <p>Revised 2025 National Convention in York Budget</p> <p>Significant impacts to the budget were spotlighted for the Board:</p> <ul style="list-style-type: none"> • As previously discussed, the spread between early and onsite registration, and between early table reservation and onsite table reservation was increased to encourage early registration: Registration \$75/\$95, Tables \$75/\$85 • Expense of \$3,000 for an international speaker was added. • A/V Speaker expense was increased from \$800 to \$1800 on advice of Alex Simpkins. • An allowance of \$875 for table centerpieces was added. • A possible expense for a van to shuttle people between the Arena (Mart) and the Veranda and Pennsylvania Rooms for lectures and OTF luncheon was added. • The bottom-line result was a decrease in expected profit of ~\$6,000. (From \$48,000 to \$42,000) • The bottom line still includes a contingent expense of \$15,000. • GMS has prepared a grant application to Explore York of \$35,700. | <p>Conv Com Chair Kitts</p> |
| 8 | <p>2024 National Convention Status Report</p> <ul style="list-style-type: none"> • Registrations: 201 • Tables: 221 • Banquet: 53 • OTF: 11 • Online Registration is Open; Russ Youngs will get monthly report. • Hotels: Marriott sold out; Staybridge has about ½ of block left (15 peak rooms); Room Block has been added for Hotel Bo • Two beautiful pages were presented in the January/February Bulletin – many thanks to Laura Taylor; the March/April Bulletin ad has been designed. • The first eBlast has gone out – designed by Fran Geier and wonderfully edited by Laura Taylor. • Pre-Convention Trip to Breslin Tower was at 14; as of this writing is at 29 and is full – will require two trips up the tower. • Time and Strike Workshop: 6 are registered, 8 is the maximum. • AWCI Van “Build A Watch”: No report at this time. • Detailed schedule, including specific lecture times, is being finalized. | <p>Co-Chair Kitts</p> |

ITEM**SUBJECT****LEAD****9 Future of National Conventions – Current Status**Conv Com
Chair Kitts**2025 – YORK, PENNSYLVANIA**

- York Expo and Wyndham Garden Hotel chosen since the only dates available at the downtown Lancaster Marriott and Lancaster County Convention Center were over the 4th of July.
- Solicitation of volunteers for Chair positions are in process.
- The important element of the Chair position discussion was the suggestion that certain chair functions be the responsibility of committees for the foreseeable future. This is an effort to interject familiarity and diminish the “reinvent the wheel” effect. These assignments were discussed with the current chairs prior to this meeting.
 - Member Donation Solicitations: Membership Committee
 - Chapter Donation Solicitations: Chapter Relations Committee
 - Sponsor Donation Solicitations: Development Committee & Headquarters
 - Volunteer Solicitation: Chapter Relations
 - Treasurer: Board Treasurer

2027 & 2029 – HEADQUARTERS AREA

- Leadership suggests having the National Convention every other year in the headquarters area.
- Convention Committee worked to secure dates at Lancaster Marriott and Lancaster County Convention Center.
- 2027 prices quoted (\$219/room night & \$75,000 minimum food & beverage) & 2029 prices (\$235/room night; \$85,000 minimum food & beverage) are significantly higher than the contract we had in 2023 and would likely result in a large financial loss.
- Spooky Nook is not configured optimally, and Wyndham Convention Center does not have a large enough area for the Mart. Hershey was also evaluated and is very expensive.
- As of now, we will have to consider York Expo Center and Wyndham Garden Hotel again, or another location entirely.

2026 – LEXINGTON, KENTUCKY

- Have proposal from Central Bank Center & VisitLex
- Central Bank Center \$29,300 (about \$8,000 over average). This can be recovered with an additional \$10 registration fee.
- Hyatt Regency can accommodate full room block for \$149/room night.
- Kentucky Chapters led by Derek Phelps and Ed Brown have agreed to take this on.
- Need Board representative to partner/co-chair with them.

2028 – COLUMBUS, OHIO

- Plan to solicit proposal from Columbus Convention Center and involve the Columbus Convention and Visitors Bureau.
- Craig Ankeney had previously recommended this location.
- Ohio Chapters are all in to support this National.

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| 10 | <p>Time Symposium Update</p> <ul style="list-style-type: none"> • Director Gorton first gave a huge thanks to Howard Cohen for his contribution to the planning of the Symposiums. • The Symposiums will have an all-inclusive price and also a-la-carte pricing. • Cathy asks that the Board members going to Regionals give a 30 second announcement during lectures about the upcoming Symposium because the lectures are where we find those who would be interested in this format. • As well as handing out copies of registration forms to anyone wanting one at lectures, we are asked to place some at the registration tables. • Webpage for the 2024 Symposium should go live in March. • Appreciation was expressed for the information Bob Frishman continues to share with the committee. • All were invited to attend the 2024 Symposium in Sturbridge, Massachusetts. Future Symposiums are tentatively being considered as follows: <ul style="list-style-type: none"> ➤ 2025: Halim Time & Glass Museum with Mark Frank’s leadership. ➤ 2026: London, England with Rich Newman’s leadership. ➤ 2027: Watches in the West with Jarett Harkness’ leadership. ➤ 2028: WWII Museum with Steve Barnes’ leadership. | Symposium Chair Gorton |
| 11 | <p>Notification: Elimination of Duplication in Sticky Threads and ABOUT – Corporate Documents</p> <p>This was purely a notice of future standard handling of documents which have recently been uploaded to both areas of the website. This will eliminate uploading documents to the Board Private Forum where only the Board can access them, and upload them only to the ABOUT – Corporate Documents area of the website, where anyone can access them. Documents which currently fall into this category are:</p> <ul style="list-style-type: none"> • Final Approved Minutes • Approved Financial Reports • We stopped recording “NAWCC Headquarters Scorecard” some time ago | Secretary Kitts, Treasurer Burton |

SHORT BREAK

Chair Lucke adjourned the meeting for a short break at 10:45 am EST, with readjournment at 11:10 EST.

ITEM**SUBJECT****LEAD****12 ED Remarks**

ED McEvoy

- ED McEvoy started two years ago with immediate needs at headquarters; a lot of work went into the collections.
- We have been successful selling non-accessioned and deaccessioned donations to benefit operations at auction. Initially, the priority use of the funds will be for the HVAC system upgrades. Afterward, the money will go back into museum collections.
- On Monday, February 19th, representatives of various HVAC contractors will arrive to assess necessary steps to replace the HVAC system.
- We have great team members, and they enjoy stepping out of their roles to help in other ways.
- The S-Town Exhibit is on display through April.
- Dell Deaton is coming to retrieve the James Bond Exhibit on February 23rd.
- Bulova is interested in possibly helping with a revamped wristwatch display with input from one of their designers.
- Other watch companies have expressed interest, which is an opportunity for us to display some high-quality expensive watches.
- While emptying some galleries, we will add another 100 sq. ft. of flooring and paint the walls.
- Library: We have a wonderful new hire, Tomas Stocker, performing with great enthusiasm.
- The museum website will be redesigned such that it is independent of the main NAWCC website.
- The same independence will apply for the Library, Archives, and School of Horology.
- New point-of-sales process has greatly improved accounting, but the challenge is having to manually enter information into iMIS since it does not directly interface with our current membership program.
- With point-of-sales, we have implemented automatic membership renewal, which should reduce our time spent following up on lapsed memberships.
- An option to pay by check with a downloadable form has been added to the Membership page.
- All iMIS payments go through Hartland and we have charges every month with no accountability for individual transactions. Once we implement the new membership program and can quit using iMIS we will not have these issues.
- The School of Horology is paying for itself. We are getting repeat students, and the School has really turned around. The building with the dock is being used as a workshop, and plinths will be made there.
- Decommissioning of the unneeded server which impeded use of some areas of the School of Horology is almost complete. (The backup server will not be located there.)
- A new floor is being put in the watch workshop.
- We have interest from a major watch company in helping develop and expand our classes in watchmaking.
- The biggest expense for the School will be the watchmaker benches.

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| 13 | <p data-bbox="243 220 771 252">Development Committee Expectations</p> <p data-bbox="243 262 1250 325">Director Parker thanked John Cote and Rich Newman for all they have done to advance the Development Committee.</p> <ul data-bbox="292 336 1250 1236" style="list-style-type: none"> <li data-bbox="292 336 1250 399">• Mission Statement: Be a catalyst and engine for growth and longevity of the NAWCC. <li data-bbox="292 409 1250 493">• Vision Statement: Make known the mission and vision of the NAWCC to a broad global audience such that individuals and organizations manifest individual and financial NAWCC support. <li data-bbox="292 504 1250 1236">• Six focus areas were defined, with strategic 2-3 year planning: <ul style="list-style-type: none"> <li data-bbox="389 535 1250 640">➤ Membership Growth: Shift focus to a strategic partnership approach, using Development Committee pilot data collections to provide input for growth to the Membership Committee. <li data-bbox="389 651 1250 735">➤ Development: Modernize technology and social media presence, bringing in sponsors to increase financial support. Provide more assistance to headquarters staff in gaining sponsorships. <li data-bbox="389 745 1250 871">➤ Communications: Use all media categories, upgrading and modernizing as necessary, to attract the demographic that is the reason we are here. Initiate and enhance collaborations with groups with similar interests, such as Worn and Wound, WWT, AWCI, and Hodinkee. <li data-bbox="389 882 1250 966">➤ Chapters: Support the Chapter Relations Committee in removing the “we-they” mentality between the Chapter members and headquarters and the Board. <li data-bbox="389 976 1250 1102">➤ Focus: Focus on the most important activities. The Development Committee has a lot of great ideas. Great ideas need feet and hands at work. Recruitment of the manpower needed for implementation of Development Committee Initiatives will be a priority. <li data-bbox="389 1113 1250 1236">➤ Alignment: Align with Chair and ED objectives – defining the steps, goals, and specific plans to achieve the short, medium, and long-term objectives. Use SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) goals. | Development Chair Parker |

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| BOXED LUNCHES | Chair Lucke adjourned the meeting at 12:05 pm EST for lunch, reconvening the meeting at 1:30 pm EST. | Chair Lucke |
| 14 | <p data-bbox="243 388 844 420">STRATEGIC INITIATIVES DISCUSSION</p> <p data-bbox="243 430 1266 567">Chair Lucke prefaced the discussion by asking that we consider how we best focus our resources to accomplish our objectives. Rather than tackling 1000 ideas, we should select the top ten and tackle those. We need to coordinate the resources needed.</p> <p data-bbox="243 577 503 609"><u>School of Horology</u></p> <ul data-bbox="292 619 1266 993" style="list-style-type: none"> <li data-bbox="292 619 1266 682">• Would like to build up pool of graduates of the beginning course and have them progress to the next level. <li data-bbox="292 682 909 714">• Watch companies are desperate for watchmakers. <li data-bbox="292 714 941 745">• Our School of Horology will not offer accreditation. <li data-bbox="292 745 1250 777">• We can use part of the \$43,000 COVID grant to make upgrades to the school. <li data-bbox="292 777 1266 850">• Thanks was expressed to Ralph Pokluda and Jeff Zuspan for all they have done to make ready the School of Horology. <li data-bbox="292 850 1266 924">• Would like Chapters to send a representative to class at the School, take notes, and take their learning experience back to their Chapters. <li data-bbox="292 924 1266 993">• The investment which the School needs can potentially be funded by corporate sponsorships. | Chair Lucke |

ITEM**SUBJECT****LEAD****14**
(cont)**STRATEGIC INITIATIVES DISCUSSION** (continued)
Wristwatch Gallery

Chair Lucke

- This new gallery will help drive more interest in an area we have historically neglected.
- We got a lot of good press last year with help from Breitling and Brent L. Miller, and have shown we can appeal to wristwatch collectors, garnering \$22,000 from one sponsor.
- Priority with the reserve watch collection is to store them in a manner that promotes improved preservation.
- There is a fair amount of duplication with items which could represent an opportunity for funding.
- Rationalizing the watch collection will be a two-step process; the items must be organized before they can be repacked for preservation or submitted for deaccession and/or auction.
- Local people may be a good resource for help since they have a stake in survival of the organization.
- We will work offline with our watch-knowledgeable members.

Online/Digital

- We have funding for new membership software.
- We need good content, copywriting, and peer review for online presence.
- For fundraising, we need to present opportunities to be successful – what is in it for the visitor to the site.
- We need to leverage what we do, telling a story, including the human interest, to draw people in such that they want to be a part of our story.
- We need to identify what we want to do, and who, what, and how much we need to accomplish it.
- Another goal is to get other influencers to include some of our content on their platforms.
- We may need additional help to supplement what Alex Simpkins is doing – we can possibly look at an intern.
- Bill Sohne is doing a fabulous job as moderator on the NAWCC Facebook page. He is gaining quite a following.

Headquarters/Museum

- We likely have resources to manage the HVAC upgrades since it will be done by a contractor. It comes down to the lowest bidder who meets the requirements per Burrough agreement. We will bring Director Gorton and Jay Dutton back in to look at proposals.
- ED McEvoy has asked Sonny to consider areas on which he could train another on the HVAC system. Sonny is very good, and learned a lot from McClure as they provided temporary fixes to the system bypassing broken parts. Claude “Sonny” McClain would benefit from a short HVAC course, and we have money in the budget for training.

ITEM**SUBJECT****LEAD**

14 **STRATEGIC INITIATIVES** (continued)
(cont) Museum Gallery Improvements

Chair Lucke

- The wristwatch gallery has been discussed. This installation is an opportunity to promote ourselves with what we are doing on the website.
- Michael Schwartz has a project to develop some quality signage.
- We will be clearing the floor, painting the walls, and installing new flooring. This is a perfect opportunity for Bob Frishman to install his Art in Horology exhibit.
- We may be able to accommodate the 400-day clock exhibit in the area currently occupied by the S-Town exhibit through April.

Library/Research Center

- Working on digitization of archives and improved online access.
- There is a line item in the budget for acquisition of new books and research material.
- Publicizing to members what is new would help increase our visibility and relativity.

Membership

Various suggestions to recruit and maintain membership were introduced:

- Offer more local and video training for Chapters and Regionals.
- Discount for 3-year membership commitment.
- Radio ads for events and press releases.
- Chance to win a prize for joining.
- Offering more website and online presence help to Chapters.
- Advertise advantages to older people (socializing, retirement side gig).
- Membership campaign – all members bring in another member.
- Partner with wristwatch companies to offer membership with purchase of a high-end watch.
- Concentrate on more Bulletin articles spotlighting wristwatches and their history.
- Partner with other organizations to promote each other in respective media.

Assignment No. 1: We need to digest down to a few actions to tackle. Each Director to choose three or four suggestions to increase membership and provide to Chair Lucke by March 31 to discuss at the next meeting.

Assignment No. 2: All Directors to review the website and find an area that could use some improvement and consider how it can be improved. These suggestions to be provided to ED McEvoy by March 31.

ED McEvoy also asked that we suggest and send items that may be of interest to post on the website. He is considering removing the pocket watch image and replacing it with something that may garner more attention.

| ITEM | SUBJECT | LEAD |
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| 15 | Next Meeting by ZOOM: Thursday, March 28, 2024, 7 pm | Chair Lucke |
| 16 | Call for any other New Business <ol style="list-style-type: none"> 1. Director Burton mentioned the New England Regional on April 26 & 27 and suggested that we support and promote it in any way we can. 2. Tim Miller is starting a new Chapter in southern Kentucky. Alex Simpkins has been a big help sending eBlasts. Andy Dervan has offered to help with the legal documents. 3. We are working to revive Chapter 151. | Chair Lucke |
| 17 | Adjournment of the Regular Open Session Chair Lucke adjourned the Regular Open Session at 4:00 pm EST. | Chair Lucke |
| 18 | Solicit feedback from the audience. | Chair Lucke |
| | Move to Executive Session | Chair Lucke |

Please send all comments and questions to NAWCC BOD Secretary Sherry Kitts at sacutts@comcast.net