



**National Association of Watch and Clock Collectors, Inc.  
Board of Directors In-Person Meeting  
Marriott Board Room, Chattanooga, TN  
June 12, 2024 @ 9:00 AM EDT**

**OPEN MEETING – FINAL MINUTES**

**DIRECTORS PRESENT**

Leroy Baker, Director	Bob Burton, Treasurer	John Cote, Director
Renee Coulson, Vice Chair	Eliel Garcia, Director	Cathy Gorton, Director
Jarett Harkness, Director*	Sherry Kitts, Secretary	Rhett Lucke, Chair
Philip Morris, Director	Geoffrey Parker, Director	

\*By ZOOM, for early discussions only

**DIRECTORS ABSENT**

Jeff Zuspan, Director
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**EX-OFFICIO MEMBERS PRESENT**

Rory McEvoy, Executive Director	Myron Mintz, Legal Counsel
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Note 1: The following minutes are in order of the Agenda. However, the actual discussions were less organized. The most logical assignment of discussion topics was determined by Secretary.

Note 2: A lunch break was taken between 11:55 am and 1:15 pm EDT. Not recorded due to Note 1.

<b>ITEM</b>	<b>SUBJECT</b>	<b>LEAD</b>
<b>1</b>	<b>Call to Order</b>	Chair Lucke
	Chair Lucke called the meeting to order at 9:10 am EDT.	
<b>2</b>	<b>Welcome, Introductions, Meeting Procedures &amp; Announcements</b>	Chair Lucke
	All were welcomed. Robert’s Rules of Order for Small Boards will be observed.	
<b>3</b>	<b>Roll Call</b>	Secretary Kitts
	All Directors with the exception of Jeff Zuspan were present as recorded in the above tables. Executive Director Rory McEvoy and Legal Counsel Myron Mintz were also present.	

<b>ITEM</b>	<b>SUBJECT</b>	<b>LEAD</b>
<b>4</b>	<p><b>Approval of the MAY 14, 2024, Board of Directors ZOOM Meeting Minutes</b></p> <p><b>MOTION by Secretary Kitts:</b> to approve the May 14, 2024, Board of Directors ZOOM Meeting Minutes</p> <p><b>SECOND by Director Parker</b></p> <p><b>MOTION APPROVED BY UNANIMOUS CONSENT</b></p>	<p>Secretary Kitts</p>
<b>5</b>	<p><b>Treasurer Report</b></p> <ul style="list-style-type: none"> <li>• Brianna Ardini was credited with her excellent job in doing both Summary and Detail for all Departments.</li> <li>• The abbreviated April 2024 Financial Report was approved by the Finance Committee on June 4, 2024.</li> <li>• The departments were within budget except for: <ul style="list-style-type: none"> <li>○ Administration: Slightly above budget due to increase in insurance rates as well as additional insurance coverages deemed necessary.</li> <li>○ Gift Shop: Revenue is slightly below budget attributed to installation and use of new gift shop software.</li> <li>○ Development: Contributions were above budget due to two large donations totaling \$27,500.</li> </ul> </li> <li>• No draw on investments was needed; a net surplus of \$6895 was realized versus a budgeted \$9231 deficit.</li> <li>• Net liquidity is \$563,000 which is well above the \$400,000 requirement.</li> <li>• Field work for the April 01, 2023 – March 31,2024, audit has been completed and the auditors are drafting the financial reports.</li> <li>• Contract for the HVAC project has been signed and groundwork with McClure is proceeding.</li> <li>• ED McEvoy mentioned that the new Gift Shop Manager, David Ganse wants to rebrand the Gift Shop as the Museum Store. He, Marlo Davis, and Brianna Ardini have been working to write off redundant inventory.</li> </ul>	<p>Treasurer Burton</p>

<b>ITEM</b>	<b>SUBJECT</b>	<b>LEAD</b>
<b>6</b>	<b>Executive Director Remarks</b>	ED McEvoy
	<ul style="list-style-type: none"> <li>• HVAC Upgrades are ready to kick-start.</li> <li>• Summit Computing is working to replace the outdated iMIS membership database. Testing will start next week with Director Baker, HQ IT Specialist Alex Simpkins, and HQ Membership Services personnel Marlo Davis and Tina Manley taking part. The new system will make financial tracking much easier as it will interface with the commonly used accounting software. No more card transactions will go through Heartland with the attendant non-compliance fees. Initial challenge is the need for a major website overhaul (2025-2026 timeframe) to take full advantage of the new membership database software.</li> <li>• Upgrading the web servers for the new phone and alarm systems have taken longer than expected. We will now be closing Comcast systems and moving to Twilio. The School of Horology will be moved to a wireless alarm system. Alex Simpkins is getting a lot of familiarization support from the App-Tech team.</li> <li>• The Museum has been seeing more visitors, partly due to the New York Times article on the S-Town Exhibit.</li> </ul>	
<b>7</b>	<b>Review and Approval of Committee Annual Reports</b>	Chair Lucke
	<p>The Annual Reports of the Committees were posted to the Board Private Forum for review by the Directors.</p> <p>It was mentioned that Rich Newman is on the Board of Directors for AC&amp;WM (American Clock &amp; Watch Museum), and every Board meeting includes a report from each committee. We may want to consider that approach to stay on track and better aligned with our goals and priorities.</p> <p><b>MOTION by Director Cote:</b> To Approve the Annual Committee Reports as written.</p> <p><b>SECOND</b> by Director Parker.</p> <p><b>MOTION PASSED BY UNANIMOUS CONSENT</b></p>	

**ITEM****SUBJECT****LEAD****8 National Convention (Florida Proposal)**

Chair Lucke,  
CC Chair  
Kitts,  
GDC Coulson

Chair Lucke went over his previously distributed talking points, which included:

- Florida Chapters with their very strong leadership capability have an interest in hosting the National Convention in Florida during the usual timing of their Florida Mid-Winter Regional.
- There is not enough manpower for Florida Chapters to support both the National and their usual Mid-Winter Regional.
- A February timeframe in Florida is much more appealing to members than the summer's heat and humidity.
- 1988 and 1994 Nationals held in spring timeframe in Orlando during February had strong attendance; the 2006 National in Ft Lauderdale had the lowest attendance (percentage of membership) in history.
- If done on an exploratory basis, election timing and seating of the Board need to be considered – an election year should be avoided.
- In any year, the previous FY Financial Report is generally available by the Annual Member Meeting when held in conjunction with a summer convention.
- The Florida Mid-Winter Regional is a favorite event of member merchandisers. We would be eliminating one of the most attractive Mart opportunities if the FL Mid-Winter is not held in deference to supporting the National Convention. (Note that other Regional Chapters currently eliminate their Regional when hosting the National.)

**Convention Committee was tasked with:**

1. Pursuing a strong candidate, perhaps a new location to generate excitement, for a summer National in 2027, which would avoid problems with seating of the Board during an election year and assure the FY Financial Audit was ready for the Annual Member Meeting.
2. Determine support for a one-time, non-election year, trial spring National Convention in Florida.
3. If there is support for the trial spring convention in Florida, establish variances required for this change in timing and get support from the Board.
4. Consider whether the 5-year anniversary of the NAWCC is important enough to dictate other decisions regarding holding a convention in a different location or season, or if every ten years for an anniversary is acceptable. Seating of the Board is always in odd-numbered years. The 5<sup>th</sup> anniversary years alternate from even to odd numbered years. The 10<sup>th</sup> anniversary is always on an odd numbered year, aligning with seating of the Board.

**ITEM****SUBJECT****LEAD****9 Development Initiatives**ED McEvoy  
Dev Comm  
Chair ParkerDevelopment activities include:

1. Targeted Funding for specific needs/projects – we should name the projects and have a “thermometer” or “speedometer” type visual for progress toward the funding goal. Members like to donate to a specific project, and they should have feedback on when their “pet” project is completed.
2. Endowments
3. Annual Appeal – need to determine whether continuing or a certain time period.
4. Corporate Sponsorships

Some targeted funding projects are:

- Watchmaking facility in School of Horology - Watch companies are desperate for trained watchmakers and so we hope to garner some support in scholarships and/or equipment.
- Micro-Mechanics
- Gallery projects –
  - Major changes to the wristwatch gallery and Members’ contribution galleries will be revealed in time for the 2025 National.

Grants are another area of Development. GMS has proved to be of tremendous value at a cost of \$5,000 per month; \$60,000 for this year. The following are among the projects they are involved in:

1. LSA Grant for HVAC upgrades - \$1,000,000.00 awarded.
2. RACP – request funding to complete HVAC stages and develop the galleries.
3. T-Mobile “Developing Community Spaces” - \$50,000 application in process.
4. Explore York for the 2025 National Convention - \$35,700 awarded.

ED McEvoy agreed that a simple accounting spread sheet of the grant-writing expenses, requests submitted, and awards conferred could be developed as a snapshot for the Board. Given the current HQ load, it is anticipated that this spread sheet can be provided by the August Board meeting. We were approaching a time when we need to use grant writing only as needed on identified high dollar projects to make hiring the grant writer cost-effective.

Marketing is important to obtaining sponsorships and funding. Aspects of this are

- Website development
- Advertising
- Social Media – A new member of our team, Janet Thompson applied originally for a part time Security position. Impressed by her interviews, we hired her full time to work in both the library and museum. She posts regularly on Facebook to promote the Museum.

**ITEM****SUBJECT****LEAD**

**9** **Development Initiatives** (continued)  
(cont)

ED McEvoy  
Dev Comm  
Chair Parker

Sponsorships and Partnerships

Strategic Collaboration includes:

- Dealer Partnerships
- Redbar/HSNY/AWCI etc. – Organizations with like interests
- Auction Houses

This discussion on Strategic Collaboration was tabled until Jarett Harkness can be physically present.

We have only six horological schools in the United States. We should consider seeking sponsors for our school, elevating student projects, and reaching out to the other schools:

- Send hardcopy Bulletin to other schools (ED McEvoy has done for Birmingham, England).
- Report on school projects in the Bulletin.
- Include a student project at the Symposium?
- Include student projects in the National Convention Craft Contest.
- Director Gorton offered her services to set up a program for reaching out to horological students to highlight their efforts and include them in competitions and awards.

Physical Contributions to the Museum often result in upkeep expenses. Asking for a donation, possibly per square foot, for the upkeep of the item or display was discussed. One museum partner is Hamilton, but since they are providing the funding for creating the space for the display, it is not reasonable to ask them for further support. But for other sponsors or donors, it may be a reasonable request. Hamilton is also partnering with us to fund the digitization of the Hamilton archives.

We have had good partnership response for development of watch galleries in the museum. It was asked if we might have any clock companies who would help with the clock galleries. Perhaps the auction houses?

Director Parker, Chair of the Development Committee, stated that action was needed. He asked that if there were any recommendations for committee candidates, to please send them to him. He plans to prioritize the activities and make specific assignments.

**ITEM****SUBJECT****LEAD****10 Membership (Retention / Attraction)**Chair Lucke  
ED McEvoy

Some stabilization in membership numbers is anticipated due to development of the auto renew function. Members are notified one week before their renewal date and given the option to decline.

We need to drive the importance of membership at National and Regional events.

We have not raised dues for some time – when we raise dues, we lose members – it is a balancing act. According to Director Baker’s records, when we tried raising the dues only a little every year, the outcome was worse for member retention than raising it by a larger amount after a period of a few years.

Some discussion topics are:

- Student memberships
- Contributing memberships
- Possible discounts for chapters gathering NAWCC membership dues
- Memberships required to participate in conventions
- HQ activities to support Chapters
- Resurrection of suitcase workshops

Student Memberships: AWCI offers free student memberships, which we might consider.

Contributing Memberships: Offer more value to contributing members. HSNY has tiered memberships – certain perks based on membership level – an idea which we might adopt.

Possible discounts for chapters collecting NAWCC membership dues: Some chapters do not require membership in the National organization to be members of the Chapter. ED McEvoy noted that the Tokyo Chapter was diligent in collecting NAWCC dues.

Memberships required to participate in conventions: We may want to rethink and allow non-members to register, possibly “hooking” them for future membership.

HQ activities to support Chapters: Make programs, speakers, and horological class videos visible and easily accessible. Perhaps offer memberships to give away at Chapter meetings. Provide clear access to social media through an HQ social media group. For international, offer a “kick-back” due to effects of the strong dollar on their cost of membership.

The resurrection of Suitcase Workshops is a strong request from the Chapters.

Mentorship of new members is extremely important.

Membership has to be a value proposition: “What’s in it for me?”

**The Membership and Chapter Relations Committees are tasked with coming up with suggestions for the August BOD meeting.**

<b>ITEM</b>	<b>SUBJECT</b>	<b>LEAD</b>
<b>11</b>	<b>Website Suggestions and Improvements</b>	ED McEvoy
	<p>The critique of the current website is still recorded to be referred to as the website improvements are made. The front end of the website will be kept as simple as possible to attract new members and support existing members.</p>	
<b>12</b>	<b>Ward Francillon Symposium Update</b>	Director Gorton
	<p>October 21-24, 2024 Ward Francillon Time Symposium: “A Horological Tour of New England.” Howard Cohen is the coordinator for this symposium.</p> <ul style="list-style-type: none"> <li>• Host Hotel and Lectures – Publick House – Old Sturbridge Village, MA.</li> <li>• Old Sturbridge Village (Cheney Wells Collection) tour.</li> <li>• American Clock and Watch Museum tour.</li> <li>• Willard House and Clock Museum tour</li> </ul> <p>October 14-16, 2025 Ward Francillon Time Symposium: “Elegance in Export.” Coordinated by Mark Frank.</p> <ul style="list-style-type: none"> <li>• Host Hotel and Lectures – Halim time &amp; Glass Museum, GEM Hotel next door.</li> <li>• Mark Frank’s Astronomical Clock &amp; Chicago River Dinner Cruise.</li> <li>• Halim Time and Glass Museum tour.</li> <li>• Private rare watch &amp; clock exhibits and Sanfilippo Estate tour.</li> </ul> <p>Following years:</p> <ul style="list-style-type: none"> <li>• 2026 – In England in conjunction with the Antiquarian Horological Society’s Annual Meeting in May 2026; coordinated by Rich Newman.</li> <li>• 2027 – Watches in the West in partnership with Worn &amp; Wound coordinated by Jarett Harkness</li> <li>• 2028 – Military Timekeeping – WW II Museum in New Orleans in October 2028. Coordinated by Steve Barnes.</li> </ul>	
<b>13</b>	<b>2024 Chattanooga National Convention Readiness</b>	Co-Chair Kitts
	<ul style="list-style-type: none"> <li>• Convention Co-Chairs are Chris Martin and Glen &amp; Sherry Kitts. A special praise was expressed to all the chairs and volunteers.</li> <li>• The 2024 Convention Schedule was reviewed, and programs were handed out to the Board members present. A special thanks was given to Laura Taylor and her team for the beautiful programs.</li> <li>• Metrics are as follows: <ul style="list-style-type: none"> <li>○ Pre-registrations: 647; Early Bird: 59</li> <li>○ Banquet: 174; Old Timers and Fellows Luncheon: 41</li> <li>○ Tables: 412</li> </ul> </li> <li>• Cash Donations are close to \$10,000 (chapter and individual)</li> <li>• Current budget analysis shows a potential profit of \$48,300, though this will be decreased by a significant amount owed to Hotel Bo for low occupancy compared with the best evaluation of demand when Marriott was sold out.</li> </ul>	



**ITEM****SUBJECT****LEAD****14 2025 York National Convention Outline**Co-Chair  
Kitts

Co-Chairs are Sherry Kitts, Rich Newman, and Lee Davis

The Committee Chair positions are filled. Thanks was expressed to all of them for stepping up to this challenge.

The following general schedule is arranged by location, since the activities will occur at the York Expo Fairgrounds in York, the Wyndham Garden Hotel in York, and the Museum/Headquarters in Columbia.

York Expo Fairgrounds is the primary location:

- Tailgate Thursday morning.
- Mart in Arena Friday, Saturday, and members only during break down on Sunday.
- Craft Competition is in a section of the Mart (Arena).
- Some lectures in the Pennsylvania and Veranda Rooms.
- Live Auction Friday evening in the Veranda Room.
- OTF Luncheon Saturday in the Veranda Room.
- Short Workshops in Arena Conference Room.

Wyndham Garden Hotel is host hotel (\$139/night double; \$129/night king)

- Social Hour and Cash Bar at Wyndham Garden Hotel Saturday evening.

Marriott Courtyard and Townplace Suites – courtesy contracts

Museum/School of Horology

- Board Meeting on Wednesday.
- Food trucks Thursday midday-afternoon.
- Exhibits
- Classes offered at School of Horology.

All above contracts (York Expo, Wyndham Garden, the two Marriott Hotels) have been signed. Catering contracts for concessions in the Arena and for the OTF luncheon in the Veranda Room will need to be completed.

Thanks to our grant writer GMS with input supplied by us, we have been awarded a grant of \$35,700. This requires certain tracking and use of their logos crediting them going forward.

**15 Approval of Budget for 2026 Convention in Lexington, KY**Convention  
Committee  
Chair Kitts

This is targeted for next Board of Directors Meeting.

ITEM	SUBJECT	LEAD
16	Next ZOOM Meeting Date – Tuesday, August 6, 7 pm EDT	Chair Lucke
17	Next In-Person Meeting Date – Lone Star Regional, Mesquite, Texas, February 27, 2025 – March 01, 2025.	Chair Lucke
18	Call for Any New Business	Chair Lucke

Director Morris had an item for New Business. The Museum Collections Committee voted to deaccession the street clock that is currently installed outside the visitors center to allow its purchase by Willow Valley Retirement Community. The clock has been independently evaluated by two experts at \$20,000. Willow Valley has agreed to that amount and further will be responsible for the removal, movement, and installation of the clock at the retirement community. The funds received for the clock will provide additional funds for the Quincy Street Clock. (Note: There is a potential due to urgency created by imminent sale of the property that the NAWCC may be forced to bear the cost of moving the clock to the museum prior to sale to Willow Valley.)

Approval from the Board of Directors is required to ratify the deaccessioning and to give ED McEvoy approval to finalize the sale to Willow Valley.

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**MOTION by Director Morris:** That the Board ratify the deaccessioning of the clock based on the unanimous decision of the Museum Collections Committee to do so.

**SECOND by Director Cote.**

A voice vote was taken, and the Ayes were unanimous among the 10 Board members present.

**MOTION PASSED BY UNANIMOUS VOICE VOTE**

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**MOTION by Director Morris:** That the Board give approval to ED McEvoy to finalize the sale of the street clock to Willow Valley.

**SECOND by Director Parker**

A voice vote was taken, and the Ayes were unanimous among the 10 Board members present.

**MOTION PASSED BY UNANIMOUS VOICE VOTE**

ITEM	SUBJECT	LEAD
19	<b>Adjournment of the Regular Session of the Board</b> The Regular Open Session of the Board was adjourned by Chair Lucke at 2:55 pm EDT. The Board will reconvene at the Executive Session.	Chair Lucke
20	<b>Solicit Feedback from the Audience</b>	Chair Lucke
21	<b>ANNOUNCEMENT by Chair Lucke:</b> That the Board will Recess until 3:15 pm for the Executive Session.	Chair Lucke

Please send all comments and questions on items being considered to NAWCC Secretary at [sacutts@comcast.net](mailto:sacutts@comcast.net)  
Sherry Kitts, NAWCC BOD Secretary