



**National Association of Watch and Clock Collectors, Inc.
 Board of Directors ZOOM Meeting
 September 25, 2024 @ 7:00 PM EST**

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	

*Joined after voice vote taken on Item 5 Motion

DIRECTORS ABSENT

Jeff Zuspan, Director

EX-OFFICIO MEMBERS PRESENT

Rory McEvoy, Executive Director

ITEM	SUBJECT	LEAD
1	Call to Order Chair Lucke called the meeting to order at 7:05 pm EDT.	Chair Lucke
2	Welcome, Introductions, Meeting Procedures & Announcements 1. Guests Andy Dervin, Judy Draucker, Terry Hall, Tom McIntyre, John Scott, Micah Tasker, Michael Taylor, and Paul Young were welcomed. 2. Robert’s Rules of Order for Small Boards will be followed. 3. Since the last meeting, we lost Ruth Overton. She was a strong leader and proponent of the organization. Our thoughts are with her husband Hugh and the extended family. 4. As most know now, the Florida Mid-Winter Regional has been cancelled due to cancellation of their contract by the facility.	Chair Lucke
3	Roll Call Directors and Ex-Officio Members were present as noted above.	Secretary Kitts

ITEM	SUBJECT	LEAD
4	<p>Approval of the August 05, 2024, Board of Directors ZOOM Meeting Minutes.</p> <p>MOTION by Secretary Kitts: to approve the August 05, 2024, Board of Directors Meeting Minutes.</p> <p>SECOND by Vice-Chair Coulson.</p> <p>MOTION PASSED BY UNANIMOUS CONSENT.</p>	<p>Secretary Kitts</p>
5	<p>Treasurer Report</p> <ol style="list-style-type: none"> 1. The July and August Financials, which were of the short form, were reviewed and approved by the Finance Committee. The Form 990 was also approved. All Board members should have had a chance to review them on the Board Private Forum. 2. After this meeting if no issues arise Controller Brianna Ardini will have the financial reports and the 990 uploaded to the appropriate ABOUT – Association Documents section of the website, which is accessible to all. 3. We have a \$1 Million grant from the Burrough for HVAC upgrades, but must pay the invoices before submitting to the Burrough for reimbursement. In the interest of fiscal responsibility, draws from short-term investments were approved, which resulted in less negative impact to the bottom line than the interest on a PNC loan. 4. The above action resulted in an anticipated drop below the required liquidity of \$400,000. (Standing Rules Article X Section 5(c)). 5. Acknowledgement and support of this plan for payment of HVAC upgrade invoices with understanding of “return on investment” is requested of the Board of Directors. <p>MOTION by Treasurer Burton: That the Board of Directors acknowledges and supports the plan for payment of HVAC upgrade invoices even if this means a temporary dip below required liquidity.</p> <p>SECOND by Director Cote.</p> <p>A voice vote was taken with all ten Directors present voting in favor of the Motion.</p> <p>MOTION PASSED BY UNANIMOUS VOICE VOTE.</p> <p>It was suggested that a change in the Standing Rules be considered for such future cases so that it does not result in an emergency situation when the liquidity dip will not be permanent.</p>	<p>Treasurer Burton</p>

ITEM	SUBJECT	LEAD
6	Executive Director Remarks	ED McEvoy
	<ul style="list-style-type: none"> • All membership data from the old iMIS system has been imported into the new membership database, and it is now be refined. Marlo Davis and Tina Manley have been spot-checking. ED is very pleased with the progress. • School of Horology classrooms are being modernized using the substantial donation received to that end. • School of Horology roof has been repaired. • The landscaping in front of the museum is looking very good. • The staff is working happily and effectively. 	
7	Confirmation of Signature Authority for Business Transactions	Secretary Kitts
	<p>MOTION by Secretary Kitts: That Tina Manley is authorized to act in the absence of and in the place of the Human Resources Manager in accordance with the following Motion approved at the Board of Directors meeting on July 12, 2023: “That the following positions are authorized to transact business for the NAWCC banking accounts and will require two signatures (except for payroll checks) to be in effect from July 2023 through July 2025: Executive Director, Controller, and Human Resources Manager.”</p> <p>SECOND by Treasurer Burton.</p> <p>A voice vote was taken, with the eleven Directors present all voting in favor of the Motion.</p> <p>MOTION PASSED BY UNANIMOUS VOICE VOTE.</p>	
8	2024 Symposium Update	Symposium. Chair Gorton
	<ul style="list-style-type: none"> • As of September 23, there are 42 registrants for the full 2024 Symposium program, 20 registrants for Tuesday and 25 registrants for Wednesday. • There are 73 paid registrants, 10 speakers, and four staff. • Donations total \$1430. • Seven more full-program registrants, or \$1,621, are needed for the full program to break even; October 1 is the last day to register. • Income is currently \$26,870 with expenses of \$28,490. • A special news release brought a few more; will reach out by email blast one more time. • The 2025 Symposium lead by Mark Frank will be at the Halim Glass Museum on October 14-16. Program details will be in the January/February 2025 Bulletin. 	

ITEM**SUBJECT****LEAD****9 Development Committee Update**Development
Chair Parker

1. Focusing on Money and Marketing
 - a. Raising donation levels
 - b. Targeted funding and sponsorships
2. ED McEvoy has put together a five year plan for both the Museum and the School of Horology.
3. Two giving programs will be emphasized with easier paths to giving:
 - a. Annual Appeal
 - b. For All Time Appeal
4. Appreciated stock will be suggested as donations; this is a very advantageous form of giving for both parties.
5. There are often problems with donations of real property in that no provision is made in wills for the transfer expense (transportation of clocks, legal titles, etc.). The appeals will include clear instructions regarding this aspect.
6. Corporate sponsors from areas such as auction houses, jewelers, and watch companies will be approached with a document describing levels of giving.
7. Sponsors are generally described as giving larger donations, such as for a gallery in the museum. Donors are generally lower amounts, capped at \$10-20K level.
8. We will prioritize actions for most cost effective (in time and expense) return.
9. A new program “Dialing for Dollars” will be initiated. We will be calling and thanking those who have contributed substantial amounts in the past and asking if they would like to make a continuing donation.
10. We will work on expanding presence in partnership with other “sister” organizations such as Worn and Wound., taking special advantage of today’s interest in watches.
11. We will also look at soliciting donations from unrelated organizations that may have ready resources to provide \$5-10K.
12. Development will attend Chapter Relations and Membership meetings to take advantage of any mutual support.

ITEM**SUBJECT****LEAD****10 Membership Retention and Attraction Update**Membership
Chair Baker

1. Two new members have been added to the Membership Committee: Jarett Harkness and Peter Lovell.
2. Historically we have had 90% renewals and 13% new members. Currently we have 85% renewals and 11% new members. Vast majority of renewals have been members for 5 years or more.
3. Consideration is given to raising cost of Lifetime Memberships. Currently it is 20 X annual dues; the suggestion is to raise it to 50 X annual dues.
4. Ideas for attracting new members include:
 - a. Run ads on our own Message Board. The vast majority of Message Board users are not members.
 - b. Offer new members an incentive for auto renewal.
 - c. Target newly retired people using low-cost methods. (AARP too expensive but there may be other much less costly outreaches.)
5. Potential pilot program to partner with horological sellers to include a one year introductory membership with a purchase.
6. Elevate visibility of gift memberships, which are available now.
7. Create donor fund to fund student memberships.
8. Continue social media efforts on our existing accounts since millennials are an excellent target audience.
9. Discontinue small annual dues increases as these seem to result in more resignations that making larger increases less frequently.
10. Offer discounted multi-year memberships. This is not expected to make a big impact but is worth pursuing. The suggested savings is 10% for 3 years, a little more for 5 years.
11. Clearly delineate additional pre-requisites for the various membership groups:
 - a. Business
 - b. Contributing
 - c. Life
 - d. Loyal Members – Golden Circle, Star Fellows, Silver Star Fellows
12. Additional perks for certain membership groups:
 - a. Develop mechanism to teach business members how to get the most for their membership.
 - b. Create special clothing (on-demand printing) for “Fellow” etc.
 - c. Provide reception at annual convention for significant donors and sponsors.
 - d. Low- or no-cost perks for loyal members for Registration, Early Bird Access, special seating at events.
13. Additional Topics
 - a. Allow public to register for conventions.
 - b. Resurrect Field Suitcase Workshops (we likely do not currently have the human resources to enact this item).
 - c. Create QR codes for various media so that we can see where our efforts have been most effective.
14. Next step – prioritization. Targeting mid- November.

ITEM	SUBJECT	LEAD
11	Next ZOOM Meeting Date – Tuesday, November 12, at 7 pm EST	Chair Lucke
12	Next In-Person Meeting Date: Lone Star Regional, Mesquite, TX, February 26, 2025 @ 9:00 am CST. (Note Central Time – Texas is in the Central Time Zone)	Chair Lucke
13	Call for Any New Business	Chair Lucke
	Governing Documents Chair Coulson advised that the Standing Rules are being reviewed article by article and any revisions will be submitted for review as sections are completed.	
14	Adjournment of the Regular Session of the Board Chair Lucke adjourned the meeting at 8:16 pm EDT. The Board will reconvene at the Executive Session	Chair Lucke
15	Solicit Feedback from the Audience	Chair Lucke
16	ANNOUNCEMENT by Chair Lucke: That the Board will immediately reconvene for the Executive Session.	Chair Lucke

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

Sherry Kitts, NAWCC BOD Secretary