

MINUTES
NWWS Board of Directors Meeting
Weds. May 14, 2025
Zoom Video Conference

12:15 - 1:00 Pre-meeting social time/lunch online
1 p.m. Call to Order

Attending: Shilpa Bhadsalve, Roger Baker, Deb Roskopf, Peggy Willett, Karen Robinette, Peggy Meyers, Devi Brunsch, Linda Hulce, Sarah Love, Molly Murrah, Kristi Dyson, Conny Spann

Approval of April 2025 Board Meeting Minutes

DECISION: A motion to approve the April minutes was made by Peggy Meyers, seconded by Roger Baker and approved by all.

President's Report - Debbie Roskopf

- Forecast report - Lower than normal Paint Out registrations, cancellation of the Waterworks Workshop and a slight decline in members compared to this time last year, reduces our projected surplus from \$27K to \$18K at the moment. May and June membership renewals may change this. Deb will also check to see whether workshop expenses will be lower.
- Election results
 - Officers - 180 votes for all officer candidates
 - Dues waived for BOD Volunteers - 174 yes votes; 6 no votes
 - Process to waive dues for BOD Volunteers will be discussed.
- Sales tax management service for video replay sales - We must collect and report sales tax on video and painting sales. Tax varies depending on where the buyer resides so we are engaging a company to manage this for us. We are paying a fee per transaction for the service, which is being integrated into the website by our developer. We begin by being able to sell videos and paintings in the US and Canada.
- Understanding one another - Deb asks that, to avoid misunderstandings, anyone who has questions or concerns with decisions made by her or others talk directly to each other, rather than gossip or complain. We all affirmed our intent to communicate directly and cordially with each other.
- NWWS promotion policy - Deb reminded us all that we only promote NWWS events and programs and that if other organizations enquire about our helping them promote their events, we should direct them to our inexpensive newsletter ads. Members are also welcome to mention other groups' events in their individual postings on our Facebook page.

Treasurer's Report - Shirley Jordan

Shirley's spreadsheet documents year to date numbers and the following assets:

\$12,620.60 Checking
\$42,233.16 Savings
\$34,294.83 CD
\$89,148.59 Total

Corresponding Secretary - Conny Spann

We will have three new Signature Members when the 2025 Waterworks Online Show closes in June: Rose West, Jan Min, and Nancy Grigsby.

Data Manager Shilpa Bhadsalve shared possible processes to waive volunteers' membership dues, since members approved this overwhelmingly. We will operate under the premise that dues will be waived after one year of service by volunteers, as an award for work done for NWWs. The Volunteer Coordinator will begin to track each new volunteer's start date in a volunteer job.

New Business

Sponsors/Patrons: Deb Roskopf shared that she attended the Portrait Society conference in Washington DC last week, and visited vendors there who are our Patrons, including Rosemary Brushes, Golden and Silver Brushes, to thank them for their support of NWWs. She also identified one new possible Patron.

WW Catalog Comments - Some board members received 2 copies of the new Waterworks catalog and Shilpa will check for duplicates. We all like the use of clear envelopes rather than seals and congratulated Molly on the choice of format and paper, and for managing design and production while keeping costs low.

Scholarship Winner - Peggy Meyers confirmed with Molly that the Foundation Scholarship winner can be celebrated at the June membership meeting. Peg W will contact the winner to confirm her ability to attend. Sarah will send the press release and images to D'Arcy for *HotPress*. Deb will promote the news in the next e-blast.

Video quality - Molly is meeting with Zoom to discuss an upgrade to the quality of our videos, since we are now offering some replays for sale.

Volunteer engagement - Sarah Love advised that her team will, on the 3rd Monday of each month, spotlight open roles where NWWs needs volunteers. Deb will send Sarah the graphic to use in these social media posts. Peg will keep Sarah informed about open roles. Currently we need the following: AZR Coordinator, Graphic Design help, more Foundation board members and chairs for 2026 Waterworks and Open exhibits.

Signature Show - Kristi Dyson noted that the Seattle Convention Center exhibit closes July 15 and that we've sold 6 paintings to date.

Open exhibit entries - Peggy Meyers has received our first entry to the 2025 Open.

Workshops International - Molly reports 5 registrants, already, for Jan Min's event.

INVITATION: Peggy Willett invites all Board Member Volunteers to her home in West Seattle, on Wednesday, July 16, between 11 and 1 for lunch and conversation. We have no board meetings in July or August, but those who are in town and able to gather are welcome to bring a small plate of any favorite food to share. Please RSVP to Peg by July 9. 206-351-1150 talk or text. peggywillett@icloud.com. Address is 3717 SW Prescott Place, Seattle, WA 98126.

The meeting adjourned at 2:10 p.m.

Agenda Section B: Committee Reports/Updates to keep everyone informed:

NEW INFO from Sarah Hansen:

WW 2025

1. Due to circumstances beyond our control (Michele feeling unwell, my husband's back going out, and low volume of registered participants), Molly and Deb canceled the live open reception on the 28th of April and instead, Molly created and displayed a slide show of the awards. That slideshow is available on our site, and displays award winners. I've had a few emails from participants about the opening, but everyone, although disappointed, understood.
2. There is a link to purchase paintings on the page.
3. Sarah Love has done a great job promoting our show. Thank you!
4. Molly created a wonderful hard copy of the show, which was sent out and received by all participating artists except those living abroad. The artists living abroad were sent a PDF catalog via email.
5. Show is so beautiful!
6. Thank you to everyone! This was a fun experience. I will be retiring from this position.

Programs Chair

1. I will be taking James' place for program chair beginning in June.
2. Initially, this has been a time crunch for me. Because of my schedule for my workshops and shows, Molly helped find our October artist, Ron Stocke. We didn't put it out to the board to vote on, due to time constraints, and knowing he will be a great demonstrator, as he has been a guest demonstrator in previous years. He has said yes and I've sent him a contract and requested all necessary information from him.

3. I will be submitting an article to Hot Press for our upcoming September demo artist, Frank Eber, who has already been vetted. I will submit this before I leave for Europe this weekend, for it be received before the HP June deadline.
4. Once I return from my workshop abroad, I will put together a demo artist list for the board to approve. I have several artists interested in demonstrating in 2026 and want to get the board's approval right away, before the artist's fill up their calendars.
5. Very excited to begin this position, as I am always on the lookout for new and interesting artists.

FYI, I will be leaving Sunday, May 18, for Spain, heading to Croatia, and returning home June 14.

Best to everyone!

Sarah

Data Manager - Shilpa Bhadsalve

Jan Min has been approved for Signature membership.

I looked up in the database to see if I can make use of the 'Signature Status Lost' data available. I am happy to report that it works. My analysis as of today shows the following names who have lost the status – Rita Furnanz (data shows that Rita lost the status as of today and is likely to renew), Myrtle Anne Rempel, and Carol Weiss. Please see attached spreadsheet. Something can be decided on how often we check this data and how to proceed with this information.

Please also see the attached PDF for membership stats and trends.

Foundation - Peggy Willett

Scholarship: Tremendous thanks to NWWWS Advisor Peggy Meyers who stepped in to help steer the NWWF college level Scholarship applications through the new online platform and present them to jurors Mike Thoreson, Charlene Burley and Linda Sewerker.

We are grateful to Sarah Love, who crafted the news announcement of the 2025 winners and will this good news into NWWWS' other scheduled publicity and social media.

The Foundation board appreciates that Molly Murrah will select the best NWWWS Membership meeting to celebrate the winner, that Jodi Steele will update the Foundation page of the NWWWS Site with the winner info, and that Debbie Roskopf added a function so Letters of Recommendation can be uploaded by faculty directly to the site going forward.

Ann Breckon is recovering from an illness and we are looking for a co-chair to help lead the Scholarship program in the future. Peg W is leading the search for more Foundation board members to support all our programs. If any current volunteers would like to join us, please

contact Peggy at 206-351-1150 talk or text or peggywillett@icloud.com. It's heartwarming to award grants to K-12 art programs and scholarships to talented college art students. Join us!

Publicity: Sarah Love:

Waterworks Exhibition

- Posted an ad that Debbie R created for Michele Usibelli's 2-day workshop on Facebook and Instagram. Total views:152.1K; total link clicks: 841
- Posted a listing/ad on The Ticket through the *Seattle Times* for \$189. Listing is posted on 39 sites with national views of 17.3K
- Wrote press release on Top 3 Winners and distributed to 82 publications. If anyone would like a copy of the release, please contact me.

Open Exhibition

- Completed research on media. Objectives: Call for Entries during June and Viewers, Buyers & Art Collectors in the fall. Total budget \$3,300 which has been included in the Forecast Budget

Membership ads

- 7 of the 8 beneficial ads have posted so far on Facebook, Instagram and Pinterest. Total number of views: 6.3K with Facebook leading at 3.8K
- One more ad to run Tuesday 5/13/25 on the benefits video

Social Media

- Wrote 24 posts with images for social media team.
- Met with team 4/8/25 to review what we're doing and what else we can do. Decided every 3rd Monday to have a 'volunteer' post for the members page
- Bluesky now has 158 followers; LinkedIn has 21 followers

Workshops: Karen Robinette

Michele Usibelli's two-day online workshop was cancelled due to her illness. All registrants were refunded their registration fees.

Yong Hong Zhong's two-day online workshop was sold out with 22 participants. He is an informative and delightful instructor with good information on painting light and shadows, as well as setting up compositions, focusing on the main shapes and values.

Molly Murrah updates:

Alex Hillkurtz WI workshop—Ended up with 48 participants signed up, but only 38 actually attended. People seem to be more than willing to buy participation in the workshop even when they can't attend. Got wonderful feedback from some of the attendees... Alex was an excellent teacher explaining his painting process throughout.

Programs Chair—

Sarah Hansen will be taking over as Programs Chair for James Adams next month. James will finish out the general meeting program interviews for May and June and Sarah will take over in the fall.

Waterworks—

The 2025 catalogs were mailed and everyone should have received one. If you got more than one, please let me know.

2025 Open—

I'll be working on an Open CALL ad for insertion in the July issue of *Hot Press*.

Volunteer Coordinator - Peggy Willett

Permanent Collection - Roger Baker is handing this role to 2024 Waterworks Chair David O. Smith and will ensure a smooth transition in getting the 2025 Purchase Award from the Open Exhibition installed at Fred Hutch.

Workshops International - Molly Murrah is seeking a new volunteer for tech support since Rex Beanland is ending his work in this role. **Note 5/14/25 - position is filled.**

Foundation - We are seeking a new volunteer to support our programs.

Programs - Sarah Hansen is taking over Programs from James Adams, starting in June, as noted by Molly.

Volunteer Coordinator - Peggy Willett seeks a new lead for this role so she can focus on her roles as Secretary for NWS and NWWF. She has one possible candidate in mind. **Note 5/14/25** - Peg is having trouble letting go of this job and wants to improve how we capture members' interests before handing this over to anyone new. She feels we shouldn't need to keep a separate spreadsheet/list that has to be synched up every few months with the current member roster. Peg will work with Deb and Shilpa toward a solution and rethink how and when to bring on a new VC. **(Sarah, let's not announce this vacancy publicly, yet. Thanks!)**

NEW BOARD LIST: Peg will update the board volunteer list to reflect these changes and send it to all with the minutes from this meeting.

Agenda Section C: Programs proceeding as planned, but no news to share.

Public/Community Art - Roger Baker

Awards - Eileen McMackin