



NWWS Board of Directors Meeting Minutes
Wednesday, February 1, 2023
Video Conference Call
Approved at March Board meeting

The meeting came to order at 12:30 p.m., after a half hour social session.

Attending: Deb Roskopf, Molly Murrah, Peggy Meyers, Linda Hulce, Shirley Jordan, Sarah Love, Beth Betker, Karen Robinette, Kristi Dyson, Sue Dehmlow, Penny Hill, Molly LeMaster, Roger Baker, Dolores Marquez, Nancy Jenkins, Kim Caldwell, Peggy Willett

Deb Roskopf opened the meeting by welcoming Molly LeMaster, 2023 Open Chair and Kim Caldwell, our new Programs Chair. Introductions followed.

DECISION: Minutes: A motion to approve the corrected January minutes was made by Molly Murrah, seconded by Peggy Meyers and approved by all.

President's Report: Acting President Deb Roskopf addressed the following matters:

A. New Website - We are ready to launch Feb 23. Team training is in progress.

B. Updates to our Bylaws: Publicity and Data Management are increasingly important in driving our organization forward. We received clarification from our attorney that those in paid roles may vote except on matters related to their compensation. We also found a typo in the Bylaws and need to correct the inadvertent omission of Data Manager from our committee lists.

Discussion followed.

DECISION: A motion by Molly Murrah, seconded by Beth Betker, and approved by all but one, will correct a typo in paragraph 4.4 of our Bylaws to read 2.9, rather than 3.9., change the status of the Database Manager and Publicity Chair from ExOfficio or Honorary Directors to Standing Committee positions with voting rights, and amend the Bylaws to reflect these changes.

ACTION ITEM: Molly Murrah will make the updates to the Bylaws, send the amended versions to our attorney and to Recording Secretary Peggy Willett for posting on the NWWS site, replacing the version adopted October 2022.

C. Updating our Mission Statement: Deb proposed using the term "watermedia" rather than "watercolor" and removing the term "Northwest" since our membership has expanded beyond this region. Discussion followed.

DECISION: A motion by Beth Betker, seconded by Molly Murrah and approved by all, adopted the following new mission statement. "To promote and elevate the art of

watermedia and to encourage the growth and creativity of our artist members as we remain a prime artistic resource.”

Corresponding Secretary: Beth Betker reports that since our last Board meeting, condolences were sent to the families of Susanne Werner, Linda Lee Foster Paul, and Clifford Burkey. Wishes for healing and comfort were sent to Maija and Mike Devine. No membership upgrades have taken place.

Treasurer: Shirley Jordan reports account balances totaling \$89,638.07 and will send a new spreadsheet comparing actual to budget revenues and expenses in the near future.

Foundation: Peggy Willett noted that the Foundation Board met January 26 and is reviewing the NWWF Bylaws to align with changes made to those of the NWWWS.

We see in the NWWWS Bylaws that the same person cannot fill the roles of both President and Secretary of the board. As Peg is currently holding both Foundation positions, she will seek someone to fill one of these roles.

ACTION ITEM: If any member of the NWWWS board or volunteer group would like to join the NWWF board, please let Peg know. It’s a small, smart group that meets only 3 times a year and does wonderful work to encourage young artists.

In addition: The NWWF board will meet again next week to discuss the Art For Kids program and budget. Jurying for the annual college-level scholarship will take place first week of March. In addition, Ann Breckon will coordinate with Molly Murrah as we invite the scholarship winner to attend and show their work at a Spring NWWWS member meeting.

Volunteer Coordinator Peggy Willett noted that Nicki Wight is now working as co-chair with Open Exhibition chair, Molly LeMaster. Both conveniently live on Camano Island. Sue Dehmlow, in addition to her work as Membership Chair and as part of the AZR team, is now lending her tech and zoom skills to support our Spring online Workshops. Kim Caldwell, a member since 2011, is our new Programs Chair, joining the board as a voting director.

Publicity: Sarah Love reports the following publicity generated since our last meeting:

- Worked with Molly Murrah to create ads for 2nd Waterworks campaign
- Consulted with website committee on logo tag
- Prepared weekly social media posts and images for team about all NWWWS news
- Waterworks 2nd ad campaign results with 3rd place 2022 winner Janet Barnette for *Seeing Red* (1/14-21/23 run dates)

Facebook: 172K reach; 1189 link clicks \$50 (Men 18-34 37%; Women 18-34 29%)

Instagram: 218K reach; 2198 link clicks \$100 (Men 18-34 33%; Women 18-34 24%)

Pinterest: 52K impressions; 78 clicks; 19 outbound clicks; \$39.88 (18-34 yr olds 45%)

- Total Waterworks Call for Entry ad campaign:
- 860K reach; 5348 link clicks; total spent: \$377.73 (Budget: \$400)
- Conclusion: ad campaigns generated a good deal of traffic to NWWWS website and attracted many young adults

Penny Hill will talk with Sarah about how she has used FB to invite artists to enter exhibits. Karen Robinette showed the extensive article and images about our Open Exhibit winners in the new issue of *Watercolor Artist* magazine.

Exhibit Coordinator: Penny Hill looks forward to meeting with chairs of our exhibits, Awards and Venues to learn how things work now and how they might evolve in the future. Ideas abound. Penny's goal is to build a complete policies and procedures guide for the next person who assumes this role.

2023 Waterworks - Molly Murrah

Waterworks drew 201 artist entrants this year (vs 176 last) and 426 paintings entered (vs 376 in 2022), raising over \$8,000 in entry fees.

Molly proposed that we increase the number of paintings we accept for this online show, as a way to provide more opportunities for our members and because we are not limited by gallery wall space.

Molly also advised that Eileen McMackin is working to expand the number of awards we can offer in the Waterworks exhibit.

2023 Open Exhibition: Molly LeMaster reports she met with Karla Matzke at the venue and that Devi is working on the contract. Molly Murrah confirmed that the Opening/Awards event is set for October 28, a Saturday afternoon. The Prospectus will be live in May. Commissions from the online version of the show, after the physical exhibit, will be discussed with the gallery. Peg Willett will send Molly LeMaster a list of member volunteers who can help with art intake and pickup and help during installation and at the award reception.

Workshops: Karen Robinette thanked Sue Dehmlow for stepping in to help with Zoom and tech matters for the Spring workshops. Registration opens Feb 25th.

AZR: Linda Hulce stressed the need for more promotion to gain registrants, noting that eblast reminders are effective. Sue reports we have 66 registrants for February's event. In the future, the team will send the promo sheets (Deb R already prepares) directly to past attendees. Sue also asked that we note Andy Evanson's critique will take place May 1, focusing on plein aire.

Samish Paint Out: Linda Hulce advised the Paint Out is planned for February 22-26 and that a small price increase will help cover increased venue costs. About 33 are now registered.

Membership: Data Manager Shilpa Bhadsavle sent word that we have 1024 members at the Waterworks entry deadline, including 27 new members who joined in January. Chair Sue Dehmlow reports that of our 27 new members, more than half are from outside Washington State.

Juror Procurement: Molly Murrah contacted Stan Kurth to schedule his member meeting online demo in September, ahead of the Open in October. The 2024 Open juror has a proposal, but the contract can't be finalized until we secure a venue and dates.

Workshops International: Molly Murrah advises that the first event with Daniel Smith Ambassadors is scheduled for May 2023. Plans are to present short online workshops once a quarter that artists from any location can access with reasonable fees. We anticipate a maximum of 50 participants who will have access to the replay for a short period afterward. NWWS and workshop artists will share the revenue equally. Molly will present the list of possible workshop artists for the board's review and approval next month.

Permanent Collection: Roger Baker advised that the 2022 purchase award was delivered to the Fred Hutchinson Cancer Research Center (FHCR) and as usual it was well received and appreciated. He also received from them a new file listing all the work and where it is located at the FHCR. This list is available on the NWWS site.

Discussion followed about how/why the collection is housed in a place that is not accessible to the public, and what might be possible in the future.

New Business: Deb Roskopf proposed that member Laura Scheuffele, who acted as our greeter at NWWS in-person meetings for 18 years, be recognized. Deb and Beth will discuss further.

Deb also thanked Dolores Marquez for her 4 years of service as Programs Chair. Dolores advised that she's already in touch with Kim to ensure a smooth transition.

Adjournment: The meeting adjourned at 2:32 pm.

