

Minutes
June NWWS Board of Directors Meeting

Weds. June 7, 2023

Zoom Video Conference

Noon-ish to 12:30 - Informal Pre Meet over lunch

12:30 Call to Order

Approved at Sept. 6 Board Meeting

Attending: Deb Roskopf, Mary Schumaker, Penny Hill, Linda Hulce, Shilpa Bhadsalve, Molly Murrah, Mary Shank, Karen Robinette, Eileen McMackin, Sue Dehmlow, Shirley Jordan, Kristi Dyson, Peggy Willett

Approval of May Board Meeting Minutes

A motion to approve the May minutes was made by Linda Hulce, seconded by Molly Murrah and approved by all.

President's Report - Debbie Roskopf

- Welcome Mary Schumaker, Program Chair
- Welcome Mary Shank, volunteering to assist Awards Chair Eileen McMackin
- IGG Chart refinements
- Election of Officers - A ballot will be sent to all members in late June. Voting will be online and open for a month or until we meet our 10% requirement for member participation. The ballot will list Deb Roskopf as Acting President, Molly Murrah as Acting VP, Shirley Jordan as Treasurer, Peggy Willett as Recording Secretary and our new Corresponding Secretary, Conny Spann. The Recording Secretary will receive and tally the ballots.

Treasurer's Report - Shirley Jordan

Bank Totals: \$106,742.25:

- Checking - \$14,634.18
- Savings - \$57,824.75
- CD - \$34,283.32

We have received several Open Exhibition entries already!

Membership dues have been coming in heavily. May revenue is \$21,140.00.

May Paintout Revenue - \$18,050.00 less venue invoice \$15,385.00, net \$2,665.00.

One refund still outstanding.

Deb mentioned that she will be working on the 2024 budget planning process over the summer and that we'll start to work on it as a group, in September.

Corresponding Secretary - Beth Betker

Beth sent word that since last Board meeting, wishes for speedy recovery were sent to Karen Robinette following a medical procedure. There have been no membership upgrades.

Items requiring Board input and/or decisions:

DECISION: A motion by Molly Murrah, seconded by Mary Schumaker, unanimously approved Conny Spann as our new Corresponding Secretary.

Conny has been a member since 2020 and brings extensive business experience. She will train in the coming weeks and join us at the September Board meeting.

DECISION: A motion by Molly Murrah, seconded by Penny Hill, and approved by most voting members, changes the time of our next board meeting to 10 a.m.

We will ask board members who were not able to be with us today about their preferences but we'll try 10 for the September meeting.

DECISION: A motion by Molly Murrah, seconded by Penny Hill, and approved with the Treasurer's abstention, awards exhibition jurors and workshop instructors with five years free NWWWS membership. We will also offer this benefit to the exhibit jurors and workshop instructors who worked with us in the past five years.

Committee Reports/Updates:

Acting President Deb Roskopf called for questions to the committee chairmen's reports, which appear as an addendum to these minutes. The following topics were raised.

Data: Shilpa Bhadsavle was asked whether we could see year to year comparisons in future reports. She will research how this might be achieved.

Membership: Linda Hulce asked who was responsible for the attraction and retention of members. Discussion followed. consensus was reached that all our programs and benefits are aimed at these twin goals. In addition, the dip in membership we see in the May data is likely the result of our renewal process change. In the new platform, if a member misses their renewal date they cease being a member until dues are paid if they choose to rejoin. We look forward to the June stats to see how many members re-up.

New Business: Deb Roskopf addressed the following items:

Hot Press ads: As Hot Press is becoming very large publication, we're offering full page ads only to Platinum Plus Patrons. All other advertisers are limited to half or quarter page ads.

The new logo is being applied across all our publications, mailings, and messaging.

All contracts, going forward, must all be signed by the NWWWS President. Molly has updated the contracts for jurors, workshop instructors, programs (member meeting demo artists), AZR critique artists and venues. Contracts will also list one point of contact for each committee who uses them, but again, the President is the only NWWWS representative to sign the contracts.

Board approval of the artists and schedule for NWWWS events: As we add programs and events to serve our members, we must avoid confusion, overexposure and scheduling issues.

Going forward the following will work together, as an Artist Procurement team, to propose a list of artists and plan a schedule for NWWWS events for board approval.

- Juror Procurement - for WW and Open exhibition jurors and workshop instructors

- Workshops International - for instructors
- Programs - for member meeting demo artists
- AZR - for critique artists, etc.

Molly will add Sue Dehmlow to this team.

The meeting adjourned at 1:30 p.m.

ADDENDUM TO THE MINUTES: Committee Reports

Samish PaintOut - Linda Hulce

Our PaintOut for May had 48, 49 or 50 attendees. There will be a reconciliation with the treasurer before our September PaintOut. Any changes will be implemented. The accurate data as best we can for getting an invoice from the camp has been submitted and we are awaiting that invoice as of May 25, 2023.

I am actively seeking other camps for our PaintOut as new management is implementing procedures very last minute with no prior notification. This would be for 2024.

Data Manager, Shilpa Bhadsavle

Current data trends are detailed as follows:

NWWS

Twelve Month

Membership tracked from (Rolling Membership from FEB): JAN 2023

Members, New Members & Volunteers

	TREND	*Before Website				
		JAN-23	FEB-23	MAR-23	APR-23	MAY-23
Membership Yearly (includes Life Members and Recurring)				1070	1103	932
New Members		27	13	24	27	23
Website Guests				2284	2369	2612
Signature Members		270	270	277	277	277
GMF				7	7	7
Life Member				71	71	71
Signed Up to Volunteer		3	3	2	2	0
WA State Current Members		*577	*606	632	644	548
Other US States Current Members				404	417	361
International Members				40	42	21

2023 International Open Exhibit - Molly LeMaster

Several entries have been submitted for the open show.

Membership - Sue Dehmlow NWWS welcomed 23 new members in May, with 14 from WA. Please note that board related messages for Sue should go to nwws.membership@gmail.com. (Board/Volunteer list will be updated accordingly.)

PR & Social Media - Sarah Love

Waterworks Exhibition

- Wrote Waterworks 'Winners' press release and distributed to 74 media
- Winners PR picked up by *American Watercolor* <https://americanwatercolor.net/pulling-back-the-curtain-2/> and *Shoreline AreaNews* <https://www.shorelineareanews.com/2023/05/nwws-presents-2023-waterworks-online.html>

Open Exhibition

- Worked with Debbie R and Molly M to create Call for Entries ads
- Open ads are currently running each Tuesday in *American Watercolor* newsletter until 6/27/23
- Members can sign up for the free newsletter at <https://americanwatercolor.net>
- Social media boosted ads are currently running on Facebook, Instagram and Pinterest for \$50 each
- Press release announcing 83rd Exhibition to be written and sent out to publications with 4-month closings

Social Media

- Met with team 5/31/23 to go over creating and posting reels for NWWS
- Collage of 82nd artwork reel in the works and will be posted to Facebook and Instagram
- Weekly postings of all things NWWS written and distributed

Programs - Mary Schumaker

This will be my first zoom board meeting as the new program chair. As I am still getting familiar with the job, I have little to report as yet. I do know that Stan Kurth will be the demo artist at the September meeting as he has previously signed his contract. Hopefully Herman Pekel will be our October meeting demo artist. He has agreed but has not yet signed the contract.

In addition, Molly Murrah reports that she and Mary Schumaker had a training session both on how to use her new computer and on Programs Chair duties. Molly had been collecting names for possible demo artists over the years, plus had names from Debbie and others, and passed that info on to her. Mary now has the master contract (fillable) that will go out to all future demo artists.

General Meetings - Molly Murrah

Great reception to Mehaffey's demo. Lots of emails after, couple of people said he inspired them to paint again after not painting for a while. John Cogley was in Switzerland and couldn't make it. Maybe next month.

Juror Procurement - Molly Murrah

No additional news on juror procurement. All set through 2024. Sarah Hansen - one of the WW instructors will do her demo in March instead of April. Mary Schumaker knows to look for someone to demo in April instead of March.

Workshops - Karen Robinette

The NWWWS Stan Kurth four day in-person workshop will be held from Monday, October 23 to Thursday, October 26 at Artworks in Edmonds, WA. It will run each day from 9:30 a.m. to 4:00 p.m. Pacific Time. Stan paints with an abstract style. He is a signature member of The National Watercolor Society, San Diego Watercolor Society, and the Western Federation of Watercolor Societies. The theme of the workshop is "Intuitive Painting with Ink, Watercolor, and Gouache." The cost is \$450 for members and \$525 for non-members. Registration for board members will open early on Friday, August 4th at 6:00 p.m. Registration for everyone else will open on Saturday, August 5th. The workshop is limited to 22 participants.

Workshops International - Molly Murrah

Michael Solovyev did a great workshop on May 13. I received lots of emails praising our first endeavor. Here are a couple of comments:

Thanks so much for moderating such a great workshop. It was such a great experience and I hope to participate in many more! ... You and the other NWWWS officers really work hard to make this such a wonderful organization. Thanks to all of you for providing such quality programs. Your hard work is appreciated! All the best ~ Margie Law

THANK YOU for all you did to make this happen. It was my first paint along on Zoom, and it was a great experience...so educational...inspiring and the quickest way to paint a portrait. I think the mini classes are a great idea! ~ Barb Shrider

Thank you Molly for facilitating this excellent workshop! The zoom video is terrific and I know I will go back to it several times over the next month. ~ Cheers, Jane Bishop

Plein Air - Suze Woolf

We have met 4 times so far this season, there are 116 posts on the cluster site with 81 people who have joined it--but fewer than a third of them post or even comment. Managing the admin around the events and maintaining its email list is becoming a challenge. I now have 175 names but only 15-30 people actually come most times, and not all of them from my list. Besides the plein air time itself – about 4 hours a week -- I am spending something like 3-5 hours a week on administration. I am juggling a lot already and it just adds to my stress. I am not yet ready to resign but burn-out is starting to be real.

Possible solutions: What I would suggest is that plein air not be advertised in ***every*** email from NWWWS. I get 3-10 new people every time and most of them don't participate in any way. (In addition, Peg W will pull a list of members who have offered to help with PA in some way. Deb R may have ideas about how to move the email list to the NWWWS platform, as well.)

Volunteer Coordinator - Peggy Willett

Open roles: Foundation Secretary, 2024 Exhibit Chairs (WW and Open), Plein Air admin helper

Agenda Section C: Programs proceeding as planned and no news to share this month:

Awards - Eileen McMackin

AZR - Dolores Marquez

Exhibition Coordinator - Penny Hill

Foundation - Peggy Willett / Charlene Burley

Permanent Collection - Roger Baker

Public Art - Roger Baker

Signature Exhibition - Kristi Galindo Dyson

Waterworks 2023 Exhibition - Molly Murrah

Website Liaison - Debbie Roskopf

Venues - Devi Brunsch

We have no news from the following Chairs but we hope all is going well:

Historian - Mike Devine

Newsletter - Katherine Wright