

October NWS Board of Directors Meeting

Weds. Oct 4, 2023

Zoom Video Conference

(Approved at November 8 Board Meeting)

Attending: Deb Roskopf, Molly Murrah, Linda Hulce, Karen Robinette, Deb Haggman, Linda Sewerker, Shirley Jordan, Mary Schumaker, Sarah Love, Conny Spann, Penny Hill, David Orrin Smith, Katherine Wright, Dolores Marquez, James Adams, Sue Dehmlow, Nancy Jenkins, Roger Baker, Peggy Willett, Kristi Galindo Dyson

1 p.m. CALL TO ORDER

Acting VP Molly Murrah called the meeting to order and presided at this meeting.

Approval of September Board Meeting Minutes

DECISION: The September minutes were approved by all with a motion by Penny Hill, seconded by Conny Spann.

President's Report - Debbie Roskopf

- Cyber security for website:

Action Items: Deb will follow up with FZK and Shirley will follow up with the insurer about what costs would be incurred and covered if our site was affected by malicious actors.

- **Terracotta World of Watercolor affiliation** - We await our member participation link.
- **Watercolor Live affiliation** - We await news about changes in their affiliate program.
- **Budget forecasting status** - A planning tool is being discussed with our Treasurer.
- **Member Survey** - It's been some time since our last survey and we are starting to plan for this.

Action Item: Board members are asked to send any questions they think should be included in the survey to Deb.

- **FZK website budget and scholarship package development:** Deb notes that our monthly maintenance fees are covering most needs and that we pay for additional functions and new projects. Deb shared a recent invoice that shows how carefully the web developer accounts for their time.
- Deb also advised that we're working to bring the Foundation's college scholarship application and jury process into our website so all applicants have a consistent experience. Additionally, it will simplify how we jury and administer these programs.

Membership Data:

Deb discussed several trends we see on Data Manager Shilpa Bhadsalve's September report. The prospect of a future membership drive was raised.

Treasurer's Report - Shirley Jordan

Shirley shared the spreadsheet showing revenue and expense through August and provided an overview of how the numbers are organized, for new board members. Conny Spann offered to support Shirley with any format or process issues, as she's experienced in these matters.

Action item: Members are always encouraged to send Shirley any questions.

Corresponding Secretary - Conny Spann

Since the last Board meeting, a condolence card sent to Helen Wilson on the loss of her husband.

Agenda Section A: Items requiring Board input and/or decisions:

1. Membership Chair Sue Dehmlow is seeking Board input on the idea of returning to an in-person member event for those in the Seattle area. Sue prefers not to spearhead these. Discussion followed.

Action items: Deb will include questions on the survey about what members want and need in terms of live, in-person events. Peg will send Sue a list of members who would like to volunteer with Membership matters, to help identify those with interest in developing events.

2. Molly Murrah is seeking board input on the following: We have two short online workshops related to our annual Waterworks exhibits. In the past, if one instructor was the WW juror, then the other instructor was a general meeting demo artist. How does the board feel about having BOTH instructors be general membership demo artists to encourage participation in their workshops? Discussion followed.

AGREEMENT and Action Items: Molly was encouraged to implement this policy and Program Chair James Adams advised he will add them to our schedule.

3. Peggy Willett is seeking board approval of the attached PDF new event plan, detailing a project previously discussed by the board, to dissolve the DVD library in a manner that would will raise funds for the Foundation's scholarship and grant programs.

DECISION: With a motion by Deb Haggman, seconded by Roger Baker and approved by all, Peg was authorized to implement the project as presented.

Agenda Section B: Committee Reports/Updates:

Website: Deb Roskopf (discussed in President's report, Section A.)

Open Exhibit Reception - Mary Schumaker

At this time, I want all to know that the reception plans for the Open Show are coming along fine. I believe that I will have one to two helpers on the reception day. If there is a problem with one of my volunteers backing out, and I need to ask for another helper, I will contact Peg Willett as quickly as possible, to try to procure another volunteer. Molly LeMaster has volunteered to purchase small water bottles and fizzy waters for the reception. Coffee will also be served plus an assortment of snacks and sweets.

Samish PaintOut - Linda Hulce

Event complete with cancellations and dropouts to be finalized with finance. The Invoice has been paid. Will be considering increasing cost per attendee for Feb PaintOut. Have not yet received 2024 pricing. The camp is requiring a change in how they are paid but no final process has been identified. Their next board meeting is in December.

Action Item: Linda will follow up with Deb about online payment system issues.

AZR - Linda Hulce

Have enough volunteer artists to be critiqued for October 9th event. Each month the different critique or will have different criteria for their specific event. Linda reports that 140 members have registered for the next AZR event in the new format.

Foundation - Peggy Willett

The NWWF board met Sept 20. Ann Breckon is working with the website team to move the college level Scholarship application process online. Linda Sewerker is working with art teachers in the region and is on track to distribute our Art For Kids grants budget of \$2,000 to primary and secondary school arts programs by year's end. Peggy Willett has proposed a plan to help NWWF dissolve its DVD library in a manner that raises funds both Foundation programs. We are seeking new board members and are delighted that Mike Thoreson is assuming the Foundation Presidency. Peggy will step out of that role but remain on the Foundation board as a voting Director to support all Foundation board members and programs. She and Charlene Burley are working to update the NWWF Bylaws at the next board meeting in January.

Membership - Sue Dehmlow

Member Data is detailed in Shilpa's report and Sue raised ideas in section A.

PR & Social Media - Sarah Love

Open Exhibition

- Researched and proposed media plan for alternative to \$1600 budget for KCTS
- Objective: to entice visitors to Matzke Gallery

- Social media boosted ads on Facebook and Instagram for Kurth workshop and Open at Matzke Gallery
- Half page ad in Camano Island's *Crab Cracker* to run 10/6 and 10/20 issues
- Eighth page ad in *Stanwood/Camano News* to run 10/17 and 10/24 issues
- AdMessenger digital ad to run in Skagit Valley publications (part of SC News) from 10/12 thru 11/12
- Total expenditure: \$1450
- Working with Debbie R, Marketing Committee and Maureen Shelleau to develop ads

Social Media

Provided posts for social media team for all things NWWWS:

- Kurth workshop and general meeting demo
- PaintOut
- Member news, accomplishments and articles
- AZR's PAINTING DESIGN: Essentials for Success series
- Remembering Cheap Joe
- Upcoming Open Exhibition
- Workshops International
- NWWWS Patrons

Sponsorship/Awards- Molly Murrah

1. Daniel Smith Sponsorship: I sent a new proposal to Daniel Smith for the 2024 donation year and they have agreed to the full proposal. Eileen suggested that they donate the same pigments as last year, and they have agreed to that, even though the overall cost is higher. They did not supply a new cost sheet, so I'm not sure by how much.

2. Golden Presentation for NWWWS Members: Molly shared the details in a New Event worksheet.

Workshops - Karen Robinette

We have 14 registrations for the Stan Kurth workshop (after 2 cancellations).

We have volunteers for Stan's airport and reception transportation needs.

Nancy Jenkins, Devi Brunsch, and I met on Thursday, September 28 to discuss venue and workshop details.

Volunteer Coordinator - Peggy Willett

Filled roles: Foundation President - Mike Thoreson

Open roles: 2024 Open Exhibit Chair and Historian

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

Open Exhibit - Molly LeMaster

Awards - Eileen McMackin

Newsletter - Katherine Wright

Plein Air - Suze Woolf
Programs - James Adams
Signature Exhibition - Kristi Galindo Dyson
Venues - Devi Brunsch

New Business:

Juror Procurement - Molly Murrah

Molly advised that 3 artists approached for 2025 and 2026 have responded positively. She will proceed with contracts and will share names when agreements are in place.

Meeting date change - Peggy Willett

Should we consider changing our monthly meetings from the first to the second Wednesday of each month, to give chairs who need to generate reports based on full month data, more time to prepare information for us? Discussion followed.

DECISION: We'll meet on the second Wednesday in November and gather input from the entire board and volunteer list to see whether we could/should change all future meetings to the second Wednesday.

Action item: Peg is to send a note to all, immediately, to advise of the new November meeting date.

Adjournment: the meeting adjourned at 2:30 p.m.