

APPROVED MINUTES
NWWWS Board of Directors Meeting
Weds. Jan. 10, 2024
Zoom Video Conference

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

Presiding: Kristi Galindo Dyson

Attending:

Deb Roskopf, Kristi Galindo Dyson, Linda Hulce, Peggy Meyers, Shilpa Bhadsalve, Conny Spann, Mike Thoreson, Sue Dehmlow, Penny Hill, Deb Haggman, Karen Robinette, Sarah Love, Linda Sewerker, Molly Murrah, Roger Baker, Shirley Jordan, David O. Smith, Dolores Marquez, Peggy Willett

Approval of December Board Meeting Minutes

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

President's Report - Debbie Roskopf

- Forecasting
 - Deb advised that the migration to Quickbooks online is complete, enabling us to use a simpler Chart of Accounts going forward.
 - She shared a draft budget forecast in a new format that helps us better see how all our endeavors impact our revenue and expenses.
 - Discussion followed.
 - **ACTION ITEM:** Deb will send this draft document to all meeting attendees with a request that any further questions or suggestions be sent to her and Shirley before next week's Finance Committee meeting. That group will take all input into consideration to bring the board a 2024 budget to approve at our next meeting.
 - **ACTION ITEM:** The Finance Committee will meet on Thursday, January 18 at 3:30 p.m. to work on the proposal. Deb will send the Zoom invitation.

- Website
 - The Foundation Scholarship online application process is nearly complete. Deb will test the system with Ann Breckon so it can be used in the 2024 Scholarship program.
 - Member to Member Connections - Deb advised that FZK is aware of our interest in creating a way, through our site, for members to opt in to find and connect with other members near them, for the purpose of getting together to form a painting group and to socialize. A plan with costs will be discussed by the board at a future meeting.

Treasurer's Report - Shirley Jordan

Shirley advised that the December YTD numbers are the final report in its current format. Going forward, we'll use the new format as previewed by Deb. She is optimistic that the new format and updated Quickbooks structure will be positive for NWWWS.

Corresponding Secretary - Conny Spann

Since our last board meeting, we have one new Signature Member: Cynthia Roach from Poway, CA. Conny also advised that condolences and flowers were sent to each of Nancy Axell's three daughters.

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

No items or issues for section A of the agenda were submitted.

Section B: Comments and questions about the news and reports:

Waterworks: David O Smith advised that the 2024 Waterworks entry process is proceeding smoothly. Molly noted that we have 97 paintings from 50 artists, so far. We are on track compared to previous years, as we expect most entries to arrive the final week before the January 24 deadline. Deb and David were saluted for their positive articles in the Winter newsletter, explaining the new submission guidelines and trusting members' creative compliance. Eileen McMackin was applauded for doing great work as our Awards chair. Sarah Love advised that social media ads, designed by Maureen Shelleau, will launch next week

New Business

January Member Meeting:

Molly Murrah confirmed that the following board members will speak at the meeting:

- Deb Roskopf
- Linda Hulce - Paint Out
- Karen Robinette - Workshop
- Peggy Meyers - managing chat
- David O Smith - Waterworks
- James Adams - introducing our demo artist

Adjournment

At 2 p.m., a motion to adjourn was made by Molly Murrah, seconded by Sarah Love and approved by all.

NEXT MEETING: Wednesday, February 14, 2024

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

Please review the following information and news from Chairs. Questions are welcome but otherwise these reports are FYI.

Data Manager - Shilpa Bhadsalve

Please see the attached PDF for details about website guest and membership data trends and year over year comparisons.

Foundation: Linda Sewerker and Peggy Willett

See attached presentation from Art For Kids Chair, Linda Sewerker, showing how elementary and secondary school art teachers are using their AFK grants.

College level Scholarship applications are moving online, as noted in the President's rept.

Governance changes: Starting this month, Mike Thoreson assumes the Foundation's Presidency and Linda Sewerker takes on the role of Secretary.

Publicity - Sarah Love

Waterworks Exhibition

- Developed Media Plan based on previous years concentrating on social media and press releases. \$300 for social media ads and \$200 for 2 workshop ads; total budget \$500
- Wrote and distributed Call for Entries press release to 52 media
- Worked with Debbie R to create Call for Entries ads for 1st campaign featuring 2023 1st place award 'Transported' by Janine Helton
- Facebook ad reached 22K with 314 link clicks to WW Exhibition website page
- Instagram ad (active until 1/7) has reached 6K so far with 84 link clicks
- Pinterest ad (active until 1/7) has reached 13K so far with 44 link clicks

Social Media

- Reviewed 6 month stats of 4 social media platforms
 - Facebook 5.4K followers - a 6% increase
 - Instagram 2.2K followers - a 9% increase
 - Pinterest 208 followers - a 6% increase
 - Twitter 744 followers - a 7.5% increase
- Deactivated X (formerly know as Twitter)
- Wrote 5 weekly posts for social media team on everything NWS and provided images
- Honor a signature member each week

Juror Procurement - Molly Murrah

WW Juror and Instructor Contracts: All formal contracts for WW instructors/jurors will go out in the next couple of weeks.

Workshops International - Molly Murrah

February workshop will be Saturday, Feb. 10th with Tere Lojero. She's a great painter and instructor. We have 11 registrations so far.

The NWSWS/Golden co-sponsored event - Molly Murrah

Scheduled for February 24th, 11:00 am–12:30 pm (PST):

Discover the Possibilities of Watermedia & Acrylic!

Discover the wide range of GOLDEN paints that are fluid in motion: High Flow, Fluid Colors, and QoR Watercolor. From traditional watercolor techniques into more contemporary ideas using a full range of GOLDEN products. This will include an assortment of applications such as: washes, staining, granulation, blooms & splash. Barbara De Pirro will share ways to work with QoR Watercolors in combination with GOLDEN Acrylics to explore the resolubility of watercolor and the permanence of acrylics. Learn how to take advantage of GOLDEN Grounds to create myriad surfaces for your work, utilizing unique substrates such as wood panels, fabrics, and plastics. Finally, Barbara will cover the options of Archival Varnishing of watercolor surfaces, for preservation without using glass.

January General Meeting - Molly Murrah

Demo artist is Laurie Goldstein-Warren and she will demonstrate a lovely poured painting live. Laurie and I have a practice session scheduled for the Saturday before.

ERA/Aljoya Exhibition - Molly Murrah

We are scheduled for the October 27, 2024 – Feb 23, 2025 Exhibition at Aljoya Mercer Island for an all NWSWS show. Gala reception will be October 31, 2024 from 5 - 7 p.m.

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

AZR - Linda Hulce

Membership - Sue Dehmlow

Membership Welcomes - Nancy Jenkins

Samish PaintOut - Linda Hulce

Permanent Collection and Public Art - Roger Baker

Signature Exhibition - Kristi Galindo Dyson

Venues - Devi Brunsch

Volunteer Coordinator - Peggy Willett

Waterworks 2024 - David Orin Smith

Workshops - Waterworks - Karen Robinette