

MINUTES
NWWWS Board of Directors Meeting
Weds. Feb. 14, 2024
Zoom Video Conference

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

Attending:

Debbie Roskopf, Mike Thoreson, Roger Baker, Shilpa Bhadsalve, Peggy Meyers, Molly Murrah, Karen Robinette, Conny Spann, Shirley Jordan, Sarah Love, Linda Hulce, Linda Sewerker, Peggy Willett

Approval of January Board Meeting Minutes

A motion by Linda Hulce, seconded by Molly Murrah, to approve the January minutes, was unanimously approved.

Treasurer's Report - Shirley Jordan

Shirley presented the P&L report for January using data generated by our new online system. She noted that January revenue is up due to exhibit entries, Paint Out and Workshop fees.

President's Report - Debbie Roskopf

- **Forecasting** - Deb shared the new forecasting tool. Discussion followed about how this spreadsheet will help us track revenue and expenses through the year so we know whether we can take on any new programs and projects in the future.
- **Member Connect** - In response to members' interest in connecting to other members near them, we are exploring ways to allow them to do so, securely, on an opt in basis. Web developer FZK has ideas about how this could work on our site at an estimated cost of \$2800. Discussion followed. Deb will continue to explore and complete the new event/program form for the board to consider.
- **Scholarship donation:** Debbie noted that we annually grant \$3K to the Foundation for the college level Scholarships and that NWWF allocates additional \$500 for the top prize and additional funds for any notable honorable mentions, from their reserves.

Corresponding Secretary - Conny Spann

Since our last board meeting, Conny reports the following:

New Signature Member: Kristie Mooney from Oregon City, OR on 1/27/24.

Condolence card: In memory of Paul Hall, sent card on 1/18/2024 to his three sons.

Get well card: Sent to Charlene Burley on 1/18/24.

Miscellaneous: Sent letter on 1/20/24 to seven signature members with lapsed memberships. (Kathleen Haney, Heidi Lambert, Patricia Renner, Jay Rider, Amanda Schuster, Elizabeth Kincaid, and Abby B. Lammers). No response thus far. Discussion followed about how best to remind Signature Members to renew in order to retain their Signature status. We agreed to amend the membership renewal reminder letter to address this issue.

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

No items or issues for section A of the agenda were submitted, however, it is important to note that **Programs Chair James Adams** sent word that, with credit to Deb Roskopf for the idea, his team will develop and record an artist demo session to have in our back pocket in case a scheduled presenter cannot make it at the last minute.

New Business

Exhibition Prospectus: Should those who are not compliant with the prospectus be disqualified? Currently, we spend extra time and give a lot of second chances to those who are not. Discussion followed about whether we continue to hand-hold entrants who do not follow the prospectus, or simply advise them by email or letter, that they did not qualify, and that no refunds will be made. We agreed that the Digital Coordinator and the Show Chair will discuss each case and that the Exhibit Chair will communicate with the entrant.

ACTION ITEM: Additional signals and information will be developed to alert entrants that the prospectus must be followed if their entries are to be qualified.

Archives: How should NWWs record its history? The UW facility takes only printed materials, and our modern history is primarily electronic and is not compiled in any singular place. The Historian position isn't currently filled.

ACTION ITEM: All Chairs should send Shilpa Bhadsalve, our Data Manager, an email about the documents (digital or analog) they feel needs to be retained in our historical records. Deb and Shilpa will consolidate and develop a plan about what to keep and where.

Storage Locker: Should we move to a smaller locker and sell or discard some of the locker's contents? Current cost is \$1,932. per year. Contents include a large mirror and table set up, electronic equipment, old records, lights, coffee maker, various hospitality, tables that we're unlikely to use again. Discussion followed.

ACTION ITEM: We'll pick a day in the spring when interested board members can meet and view the storage unit contents in person. *We then have until the end of the year to discard or donate all items and empty locker. We will not renew the contract. (The last two sentences are slightly rephrased for clarity.)*

Molly Murrah shared the following news:

1. She is working her way forward securing future jurors.
2. One Workshops International session filled early, mostly with non members from the artist's marketing list. And we have a waiting list. Discussion followed. We agreed to maintain the program as promoted this year, with sessions capped at 50, and that in future, the artist and NWWs will begin to market the session at the same time. We will take this and any other issues that arise this year under advisement and tweak our plans for a second year.
3. The Golden members' event is Sat. Feb. 24, and Golden is please with registrations so far.
4. Laurie Goldstein Warren has been asked to improve reception quality in future workshop.

ADJOURNED: 3:00 p.m.

NEXT MEETING: Wednesday, March 13 at 1 p.m.

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.

In addition, please know that I have adjusted the signature member numbers this month. Peggy Myers had noticed that there were fewer members reported than she expected, and I scanned the database to see if we are not counting some of them. I had to make correction to some records. This was because I had not known the fact that if Signature members renew at a later time with a gap (even if in the same year), the website does not automatically re-activate the signature status. I have to manually do that. This means, henceforth, I will be manually checking on the records of lapsed members every month.

We have also sent out personal reminders to the signature members who have lapsed on the membership. This has not helped at all.

Publicity: Sarah Love

Waterworks Exhibition

- Worked with Maureen Shelleau to create ads for the 2nd campaign calling for entries
- Facebook garnered 372 link clicks to the website with 16.6K reach
- Instagram had 384 link clicks with 21K reach
- 2nd campaign costs: \$150
- Total of both campaigns: clicks to website 1324; costs: \$300; 23 cents/link click

Open Exhibition PR

- 'Winners' press release of the 83rd Exhibition appeared in Spring 2024 edition of *Watercolor artist* on pages 4, 5 and 57. See attached PDF.
- The equivalent advertising value (EAV) of the space would be at least \$15,000.

Social Media

- Wrote and provided images for 78 posts for the social media team covering NWWWS topics:
- 1st quarter Hot Press
- Congratulations to new signature members
- AZR - Dale Laitinen and Stella Canfield
- Waterworks call for entries
- Open Exhibition winners - honoring all 16
- Promoting Laurie Goldstein-Warren's demo and follow up with the recording
- Watercolor Live event and NWWWS discount
- Workshops International with Tere Lojero
- Golden Exploring Watermedia free event
- Keiko Tanabe's demo in February

Workshops: Karen Robinette

Registrations for our NWWWS spring workshops will be opening soon. Early registration for board members will open on Friday, February 16th at 12:01 a.m., with general registration opening on Saturday, February 17th. Board members will have priority registration on Friday only, on the NWWWS website. We allow 22 participants for each workshop and a waitlist will be started after that.

Workshops International: Molly Murrah

Had a great practice session with Tere Lojero in preparation for the workshop on Feb. 10th. Her video quality was very good, and ~~as of Friday 2/9, we had 44 43 registrations-participants.~~

Paul Wang's workshop is in May and we opened registration early. He already has 48 registrations. I asked Debbie not to open registrations until after the previous workshop is over. It was a much more difficult process for me recording registrations and communicating with registrants for two different workshops at the same time. So we will open each new workshop right after the previous one is completed.

Open Workshop in October: Molly Murrah

Vlad Yeliseyev requires control and Creator rights over the recording of his 4-day workshop. Debbie R. and Penny H. didn't have a problem with this as the digital landscape is changing fast in the art world these days. Currently we don't do *anything* with the recordings other than make them available to paid participants for 30 days. After that they are deleted from Zoom and we don't even keep copies of them. There's no reason for NWWWS to not grant Yeliseyev's request. We will still maintain control over taking the registrations, communicating with participants, and recordings of his demo and presentation of awards. Our lawyer has supplied verbiage to substitute into Vlad's contract to accommodate this change for the workshop only.

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

Awards - Eileen McMackin

Foundation - Linda Sewerker, Mike Thoreson

Membership - Sue Dehmlow

Permanent Collection and Public Art - Roger Baker

Signature Exhibition - Kristi Galindo Dyson

Volunteer Coordinator - Peggy Willett