

MINUTES
NWWS Board of Directors Meeting
Weds. October 9, 2024
Zoom Video Conference
Approved November 13, 2024

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

Attending: Deb Roskopf, Shilpa Bhadsalve, Shirley Jordan, D'Arcy Heiber, Eileen McMackin, Conny Spann, Karen Robinette, Sarah Love, Roger Baker, Kristi Galindo Dyson, Peggy Willett, Molly Murrah

Approval of September Board Meeting Minutes

Molly Murrah moved, Shirley Jordan seconded and all approved the corrected September minutes to reflect that payees of any transaction on our site may pay a voluntary fee to help offset bank and credit card fees.

President's Report - Debbie Roskopf

- Financial Forecast: coming soon in a separate message from Deb.
- New Chairs for our 2025 Exhibits: Sarah Hansen has agreed to chair Waterworks and Donna Botten has agreed to chair the International Open. We look forward to welcoming Donna and Sarah to the Board as they assume their new roles. We all offer thanks to Molly for engaging these new volunteers.
- Possible Perk for volunteers: Shall we offer complimentary memberships to board members?

Discussion followed about how paying our volunteers' dues could engage more members to volunteer and replace the cost of small annual 'thank you' gifts, so that the financial impact would be minimal. Process and timing were discussed.

DECISION: Conny Spann moved, Sarah Love seconded and all approved a motion to offer, as a gift of thanks, a year of free membership to all active chairs, board members and volunteers. We also agreed to seek members' vote to approve this gift of thanks on the ballot with our annual Election of Officers, next May. In the meantime, we agreed the mechanics of how the dues would be waived in our payment system will be worked out by our Data Manager, Web Liaison, Site Developer and Treasurer, who will keep the board informed.

Treasurer's Report - Shirley Jordan

Please see the spreadsheet with year to date numbers.

Shirley noted that she was able to work with Key Bank to improve our CD rate to 4.5% for the coming 7 months. She will monitor and continue to seek the best possible rate for our funds. Shirley also noted that Deb had authorized the annual donation of \$3,000 to the Foundation for the Scholarship program.

Corresponding Secretary - Conny Spann

Flowers and condolences were sent to Katherine Wright after her mother passed.

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

No item A issues were proposed.

New Business

Signature Exhibit Update - Kristi Galindo Dyson:

With a week to go until entry deadline, 31 artists have entered 75 paintings. With more entries expected, the three jurors will select 85 to be displayed. Kristi will seek volunteers for intake from the pool of Signature members who enter the show. They will be able to bring their accepted paintings to the Seattle Convention Center, rather than use Phoenix, and will receive parking vouchers for their volunteer time.

Kristi noted that the new online website entry system is significantly simplifying the process and time needed to organize the exhibit. Molly will be preparing the poster, trifold and other graphics needed. Signage on each painting will include the same QR code that will take prospective buyers to our site to pay for their selection. She clarified that any sold paintings need to remain in the exhibit until the end of the show. Red dots will be added to any sold items, both at the SCC and our companion online exhibit.

Kristi hopes to engage a co-chair and transition the role of Signature Chair to another member in the coming months.

Exhibit-related Workshops: Karen Robinette will contact the Open workshop instructor about helping to fill any open seats. Discussion followed about whether a 4 day online workshop is still a viable format. Other formats were discussed and may be considered in future.

Membership Meeting demo artist: Molly Murrah noted that a date mixup for October may require a back up and that she has secured another artist if necessary.

Archiving Press Materials: Shilpa asked for clarification about whether the Data Manager was responsible for keeping releases. Discussion followed and all agreed this is not necessary. Sarah Love keeps all such docs and publicity results.

NWWS Reputation: Molly shared positive remarks from a student from Italy...praise from colleagues about NWWS website, resources, benefits and more.

Permanent Collection: Roger Baker, Kristi Dyson and others discussed:

Deb Roskopf will contact Open Exhibit Chair Haiyden Palenchar about contacting winners to attend the online reception. Molly will contact winners who do not speak English. Discussion followed about all accepted artists being eligible for the Purchase Award, regardless of location. If the exhibit is online, NWWWS will pay shipping costs, even if the winner is from outside the US.

IMPORTANT FOR ALL TO KNOW: The NWWWS Permanent Collection resides at Fred Hutchinson Cancer Research Center for the benefit of patients and the public. The Collection was for some years, scattered throughout the clinic, but in 2003, KGD and Nancy Jenkins worked with FH Staff to gather and display all paintings in reasonable proximity with appropriate NWWWS signage. Roger will inquire about how the collection of about 35 paintings is insured while on display at FH.

Adjournment: The meeting adjourned at 2:19 p.m.

Next meeting: Wednesday, November 13, 2024.

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

Data Manager - Shilpa Bhadsalve

- I have completed all the tasks associated with the International Open.
- FZK is looking to build a signature show payment webpage for processing sales. I will be creating wall tags with a QR code after the webpage is ready.
- One Signature member, Carol Weiss, has not renewed her signature membership, which lapsed on Sept 7, 2024.

Foundation - Linda Sewerker and Peggy Willett

The Foundation Board met Sept 18, 2024.

Treasurer Charlene Burley was authorized to seek a better CD interest rate.

Since Mike Thoreson is now President, the Foundation Board accepted Peggy Willett's offer to resume the role of Secretary, allowing Linda Sewerker, who has filled that that role for the past year, to focus more on Art For Kids.

Ann Breckon is planning updates to the online entry and judging system for 2025 scholarships. Linda Sewerker recently sent informational reminders about the Art for Kids Program to Orting, Puyallup and Federal Way School Districts and will again address other districts, including Auburn and possibly Kent and Sumner, and Idaho schools

Huge thanks to Deb for highlighting Linda and AFK in NWWWS Volunteer Spotlight. Other Foundation board members pledge to send their info to Deb for future issues.

The Foundation board meets again in December.

Publicity: Sarah Love:

Open Exhibition

- KCTS 15 second TV ad: obtained specs; wrote copy and suggested images
- Met with Marketing Committee to go over KCTS ads copy/images

- Worked with Molly M on KCTS ad and delivered to Cascade PBS along with 300x250 banner ad
- FYI ads start running 10/22; keep an eye out for them on local PBS channel 109
- Wrote 'The Fine Art of Watermedia from Around the World Captivating in Online Exhibition' press release
- Distributed press release to 113 publications/media/art organizations
- Open PR picked up by *Shoreline Area News* (so far) <https://www.shorelineareanews.com/2024/09/captivating-in-online-exhibition-fine.html>
- Wrote Artist's PR template and handed over to Chair to send with accepted artists in the exhibition

Social Media

- Met with team on 9/23/24 - a check in and to see if we could do anything different or stay the course.
- Facebook, Instagram and Pinterest followers have all increased
- Wrote and supplied images for 26 social media posts on all things NWS to be distributed to the 3 platforms

Newsletter: Karen Robinette:

The fall Hot Press is delayed due to Katherine Wright's family emergency.

Open Exhibit Catalog Status - Molly Murrah

2024 Open catalog is ready to go. I have already initiated the print job - doing that last week qualified NWS for a \$180 discount on the printing. However I will send the catalog and mailing envelope files in for print at a later date to make sure the piece doesn't arrive in households until after the night of the awards reception on October 25th (award winners are announced in the catalog).

I also noticed that on the print estimate for the job, PCUSA was going to charge us sales tax of about \$180. I wrote to them and said that they shouldn't do that since the piece is mailed out of MT and we never actually take possession of it other than whatever extras are left over after mailing. I got a W-9 from Shirley and sent it to them for their records, they checked with WA state (I think), and wrote me back and said they would deduct the sales tax from the invoice. In total, we are saving about \$360 on this printing.

Open Exhibit Juror: Vladislav Yeliseyev and the awards reception - Molly Murrah

Vlad has agreed to talk about all the entries he accepted into the Open, not just the award winners (as Mike Hernandez did for his WW exhibition a couple of years ago). Happy about that.

Workshops: Karen Robinette:

I have 16 registrations for the Vladislav Yeliseyev workshop on October 28-31. I have had 2 cancellations.

Workshops International - Björn Bernström's WI workshop - Molly Murrah

Filled in the first few days and has 13 people on his waitlist. I'm not getting any cancellations on any of the WI workshops because even if someone doesn't show up, they find the value of

being able to watch the recording for 30 days worth the expense. Some people even sign up when they know they can't actually attend.

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

Permanent Collection and Public Art - Roger Baker