

MINUTES
NWWS Board of Directors Meeting
Weds. Feb 12, 2025
Zoom Video Conference
(Approved by NWWS Board March 12, 2025)

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

Attendees: Deb Roskopf, Linda Hulce, Eileen McMackin, Molly Murrah, Roger Baker, Sarah Hansen, Karen Robinette, Sarah Love, Conny Spann, Shirley Jordan, Peggy Willett, D'Arcy Heiber, Peggy Meyers

Approval of January 2025 Board Meeting Minutes

DECISION: All approved a motion by Molly Murrah, Second by Sarah Love to approve the January minutes.

President's Report - Debbie Roskopf

World of Watercolor Affiliation - Every member who uses the NWWS code receives \$50 off registration and NWWS also receives \$50 from WOW producer, Terracotta.

Bi-weekly eblast - "forward to a friend" added to make it easier for recipients to forward.

Forecast Report - with an entire year of history to work with, Deb reviewed the forecast document with the board. Our financial position is healthy.

Special Report - Social Media - Sarah Love

Sarah discussed two charts that detail social media stats with the board.

An informative discussion followed about which platforms produce the most exposure for our posts.

Treasurer's Report - Shirley Jordan

Shirley's P&L spreadsheet was reviewed.

Current numbers:

\$12,620.60 Checking

\$42,233.16 Savings

\$34,294.83 CD

\$89,148.59 Total

Shirley reports that the new QR code process for purchasing paintings is working well and is a time saver. She also advised that two paintings have already sold from the exhibit.

Corresponding Secretary - Conny Spann

On behalf of the NWWS board, we sent a comfy robe to Debbie Haggman when she moved to hospice. Unfortunately she passed away soon after. We sent a lovey bouquet of flowers to her husband with a note telling him how much she will be missed.

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

Debbie Roskopf: Membership drive discussion

Rather than a formal drive, we recommend that one member benefit be featured in each email blast. In addition, survey questions could help us discover why members join, renew or not.

ACTION ITEM: Please forward potential survey questions to Deb.

Debbie Roskopf: Additional gallery events during 2025 Open Exhibit. (Nov. 2025)

In addition to the awards reception on November 8, we discussed ideas about whether to plan any other events while we have access to the gallery.

ACTION ITEM: All board members and volunteers are asked to imagine ideas for possible events we could organize at the gallery during the exhibit, and send them to Deb for consideration by the board. We'd need to think about the purpose of any event, who we might invite to attend and who might organize such events, their cost, etc.

Molly Murrah: Update on Video recordings access plan / revisions

Background: At our last meeting we approved the following:

- *We will pay the Artists 40% (60% to NWWS) once a quarter by PayPal only.*
- *We will post access to recordings 6 months after the workshops.*
- *Both members and non-members may purchase access.*
- *Members will pay \$35; nonmembers will pay \$45 for 30 day's access to the recordings.*

New information about the costs to build site function for the video access sparked discussion, and the following change was agreed:

DECISION: A motion by Peggy Willett, seconded by Molly Murrah and approved by all, amends the final point of the January motion to read: "After receiving the one time bid of \$1925 for preparing the video recording platform, members will pay \$40 and nonmembers would pay \$50 for unlimited access to each recording."

New Business

Program Update: Molly Murrah reports that Jame Adams will complete his chairmanship of Programs after June and that Sarah Hansen will take on that role after her work as the Waterworks chairman.

Newsletter: D'Arcy Heiber highlighted the work she and Karen Robinette are doing to document and streamline the workflow for our quarterly newsletter.

Open Exhibit Chair Items: Molly asks all who work on our Open Exhibits year after year to forward their most current documents to her so she can create a complete package for 2025 Open Chair, Donna Botten.

Adjournment: The meeting was adjourned at 2:28 p.m.

Next Meeting: Wednesday, March 12, 2025

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

Data Manager - Shilpa Bhadsalve

My membership report is attached.

YTD Membership was negative this month. Also, new members gained last year around at this time were 49 as compared to 40 this year.

We reinstated one signature member - Nancy Oleksa.

Publicity - Sarah Love

Waterworks

- Second ad campaign: Thanks to Debbie Roskopf for creating 3 versions. Janine Helton's "Sunshine Smile" used for Facebook and Instagram. Dean Seagren's "Rustbucket" used for Pinterest.
- Total reach/impressions for 2nd campaign: 231.6K; link clicks: 1,814; cost: \$148; cost per link: \$.08
- PDF of 1st and 2nd ad campaign results attached.

Signature Exhibition

- Press release and/or template used by an artist picked by: *Lynnwood Times* <https://lynnwoodtimes.com/2025/01/03/northwest-watercolor/>; *Vashon-Maury Island Beachcomber* <https://www.vashonbeachcomber.com/life/arts-briefs-january-30-edition/>; *Queen Anne & Magnolia News* <https://queenannenews.com/news/2025/jan/07/seattle-convention-center-welcomes-nwws-back-for-signature-exhibition/>
- Coordinated interview with production personnel for Kristi Galindo-Dyson, Signature chair, to give on ARC (a sister station of KOMO TV channels 29 and 112). Chris Nguyen interviewed Kristi for 5.5 minutes Jan 24th, 2025. Well done, Kristi. Station gave us copy.

Social Media

- Wrote 22 social media posts and provided images for social media team to schedule on Facebook, Instagram and Pinterest.

Exhibitions - Deb Roskopf

All exhibitions prospectus language change: From here forward, the period of time that NWWWS is due a commission on sold paintings should be changed. Heretofore, nothing addressed the period of time that a painting could be sold between one's entry and acceptance.

PREVIOUS language: NWWWS is due a 25% commission on all accepted paintings sold 30 days before the exhibition opening date or 30 days after the exhibition closing date.

NEW language: NWWWS is due a 25% commission on all accepted paintings sold between your entry date and 30 days after the exhibition closes.

Exhibitions: Waterworks 2025 - Sarah Hansen

All is going well and as planned with our Waterworks show. Here are the stats, as given to me by Eileen and Peggy M:

1. Artists entered: 212
2. Total Paintings entered: 441
3. Artists were from 29 states, 6 countries (Canada, Great Britain, Italy, Mexico, Netherlands, USA)
4. Awards total: Nearly \$11,000

Scanning the many paintings that came through, I think we will have a fabulous show.

Signature Exhibition - Kristi Dyson

- The 2025 Signature Show Installation was on Jan. 21st and 22nd. 85 paintings were installed on the 2nd level at the SCC. Thanks to Debbie Roskopf, Molly Murrah, Devi Brunsch, Roger Whitlock and Katherine Green for their help with the installation.
- Publicity has been widespread thanks to Sarah Love's efforts. We were even interviewed on KOMO/ARC on Jan 23rd.
- The reception on the 1st of Feb was well attended and well received.
- Two paintings have sold so far, we can hopefully look forward to more sales. The QR code is working very well for sales...thank you Debbie Roskopf!
- The show will be up until July 15th, encourage people to attend to experience the paintings in person!
- I was told by several at the SCC that NWWWS was their favorite group to work with, they love our shows!!

Newsletter - D'Arcy Heiber

Karen Robinette and I are creating a procedure for publishing *Hot Press*, with the goal of identifying all contributors, tightening up deadlines, and creating a clear process to make producing the newsletter easier and more predictable.

Workshops: Karen Robinette

Waterworks online spring workshops:

1. Techniques & Composition for Dramatic Painting

Michele Usibelli

April 23-24, 2025, 9 am to 4 pm PT, on Zoom

Limit 22 participants

2. Master Color, Light, & Shadow in Watercolor

Yong, Hong, Zhong

April 28-29, 2025, 9 am to 4 pm PT, on Zoom

Limit 22 participants

Both workshops are \$175 for NWWWS members and \$225 for non-members

Registration will open at NWWWS.org on February 15, 2025

(early registration for board members will open on February 14, 2025)

Workshops International and Updated Contracts - Molly Murrah

1. This past WI workshop on Saturday with Nicolas Lopez was fabulous. The workshop was full and we ended up with 10 people on the wait list. I'm sure the wait listers would be willing to pay to view the workshop at a future date.
2. For the next WI event in May, I sent lawyer-approved verbiage to Alex Hillkurtz stating 1) our new requirements regarding high quality streaming, and 2) asking the artist to agree to provide a replacement video if the recording quality is not acceptable. He quickly wrote back agreeing to the new verbiage. I feel this is an adequate record and doesn't require me to send him a completely new contract to sign all over again.
3. I revised the In-Person Open Exhibition contract and sent it to Frank Eber for the 2025 exhibition and workshop in the fall. He signed it immediately and sent it back. We saved \$800 based on the fact that the workshop will only be three days and not four.
4. For WW online workshops, I will be sending updated contracts to:
 - Dongfeng Li = 2026 Open
 - Michael Solovyev = 2026 WW
 - Mike Kowalski = 2026 WW

Volunteers - Peggy Willett

We are seeking new leader(s) for the AZR program. Interested board members and volunteers who might want to take on a new role should contact Peg or Linda Hulce.

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

Awards - Eileen McMackin

Foundation - Linda Sewerker, Mike Thoreson

Paint Out - Linda Hulce

Public and Community Art - Roger Baker