

**MINUTES**  
**NWWS Board of Directors Meeting**  
Weds, March 12, 2025  
Zoom Video Conference  
(Approved April 9, 2025)

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

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**Attending:** Deb Roskopf, Linda Hulce, Shilpa Bhadsalve, Mike Thoreson, D'Arcy Hieber, Molly Murrah, Peggy Meyers, Roger Baker, Karen Robinette, Conny Spann, Sarah Love, Eileen McMackin, Linda Sewerker, Peggy Willett

**Approval of February 2025 Board Meeting Minutes**

**DECISION:** A motion by Molly Murrah, seconded by Sarah Love, to approve the February minutes was approved by all.

**President's Report - Debbie Roskopf**

**• Survey Questions**

- Discussion followed around the following points:
  - Do we need to do a survey at this time?
  - If so, let's define the survey's purpose and how the results would be used.
  - Should we also or only survey non-renewing members to learn why they are not continuing with us?
  - Can we use existing NWWS communications to share information and gather feedback, in addition to, or instead of a stand alone survey?
  
- Proposed survey questions:
  - Do you have opportunities to meet and paint with other creatives?
  - Are you aware of NWWS's programs that enable in-person or online gatherings, including:
    - Member Connect - where members anywhere can contact others in their areas.
    - Plein Air weekly outdoor painting events, May through October in the Seattle area.
    - Paint Out - multi day 'camp' several times a year, in Northern Washington .
    - Workshops - in person multi day sessions and half day, live, online sessions.
    - Membership meetings - monthly online meetings and artist demos.
  - Do other arts organizations better meet your needs and interests?
  - Do you use NWWS opportunities to share and promote your own work, such as:
    - Annual online or gallery exhibits (Waterworks, the International Open, Signature shows)
    - Newsletter editor's choice, themed topics, 4x per year
    - Public Art - the NWWS gallery for members' sales at Overlake Hospital

**• Membership Promotion**

- Shilpa's data shows a small decline in membership compared with this time, last year.
- Discussion followed about why this may be happening and whether a survey of members who did not renew would help us address their needs and retain more members in future.

- Deb shared an eight part “Membership Means” campaign, which begins this month in our eblasts and social media to highlight membership benefits.
- Should we focus on Membership for the July newsletter?
- Should we offer awards or badges to show how long a member has been with NWWS?
- Should we list/display members by how long they’ve been members?
- Should we offer member meeting demos, newsletter articles and more on how to enter exhibits and prepare for shows and other events where work could be shared?
- Are we offering enough benefits for members who do not enter or are not accepted in our 2 annual exhibits?

#### • **Financial Forecast**

Deb shared the most recent spreadsheet that confirms we will have about \$34K to use on member benefits at the end of the year. This is in addition to the \$55K we keep in reserve for emergencies. Her report synchs up with the Treasurer’s historical and current figures to give us confidence about what actions we could take in the future. Deb received applause and thanks from all for developing this planning tool for the organization.

#### **Treasurer’s Report - Shirley Jordan Spreadsheet attached.**

Shirley sent the latest spreadsheet and reports the following numbers:

\$12,620.60 Key Bank checking

\$42,233.16 Savings

\$34,294.83 CD

**\$89,148.59 TOTAL**

#### **Corresponding Secretary - Conny Spann (No activity to report.)**

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

1. Shilpa Bhadsalve required and received board approval on the MS Access database license, which is available only through the MS 365 subscription at a cost is \$99 for a year. The license also provides storage and documents and continued access to all Deb Haggman’s historical data.
2. Debbie R. Continued our discussion from last month, about our time at Yuan Ru Gallery for the 2025 Open exhibition, from Nov. 8 (reception) to the close on Dec. 1. We are paying “rent” for the exhibit to be there and we could develop another event during that time to promote NWWS and watercolor. Should we? Discussion followed about the types of events that could be developed, with enough volunteer time, but board members felt they had no bandwidth at present to devote to organizing another event. Link to gallery: <https://yuanru.gallery/>

#### **New Business**

There being no new business to address, the meeting was adjourned at 2:22 p.m.

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

### **Data Manager - Shilpa Bhadsalve**

1. The monthly report is attached, showing a negative YTD growth in membership :(
2. In the website database, there were some records getting created monthly that had empty values in 'active membership' field. As a result, those records were not getting counted in my monthly report. FZK worked on the issue and hoping that it's solved now.
3. I have begun my work on the acceptance packets.

### **Permanent Collection - Roger Baker**

After 15 years of managing this program, Roger is looking to hand it over to another member to manage. He has written a job description and Peg is pulling a list of members who have indicated they may wish to support the work where NWS's annual Purchase Award winners are showcased at the Fred Hutch Cancer Research Center.

**NOTE: Any current board member/volunteer who would like to take on this project is welcome to contact Roger or Peg to discuss.**

### **Exhibitions:**

#### **Waterworks 2025 - Sarah Hansen**

Updates from the Waterworks Show:

1. We have received the juried results from Michele Usibelli
2. Peggy Meyers has created a spreadsheet with WW accepted artists
3. Winners have been chosen and added to the above spreadsheet
4. Acceptance packets have been created and emailed to Shilpa
5. Sarah L. has created a gorgeous press release
6. Everything is running according to schedule.

Thank you to everyone! The show is going to be beautiful!

#### **Signature Exhibit at SCC - Kristi Dyson**

The QR codes are working really well. We had 4 sales in the first month.

#### **Publicity: Sarah Love: February PR Report**

- Wrote 20 social media posts for team and supplied images. Posts were on everything NWS: Usibelli and Zhong art demos and workshops; Workshops Intl - Alex Hillkurtz; Paint Out; Signature Exhibition at Seattle Convention Center; the high quality of artists at the World of Watercolor; tribute to former volunteer Debbie Haggman.
- Worked on Open schedule
- Provided media forecast to Debbie R and updated media list
- Worked on membership drive in social media with Debbie R
- Wrote press release for Waterworks that will be distributed soon

## **Waterworks Spring online Workshops: Karen Robinette:**

### ***Techniques & Composition for Dramatic Painting***

**Michele Usibelli**

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

Limit 22 participants

### ***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 is now open online at [nwws.org](http://nwws.org)

### **Registration Totals**

Michele Usibelli – 7

Yong Hong Zhong – 11

## **MOLLY MURRAH ITEMS TO REPORT:**

### ***Workshops International***

I will be sending a short contract Addendum to our WI artists that will require them to agree to and sign the new payment structure for viewing recordings of WI workshops. Since funds are involved, I decided we need a more formal agreement than just an email approval. I have created the Addendum and will be sending it to all past instructors in the next week or so. New instructors will get contracts that have this verbiage already included in them. The payment platform should be completed by the web developer by March 21st.

### **2025 Waterworks Exhibition**

I will start designing the WW catalog next week. I looked at increasing the size by an inch or so all around, but it increased the cost from \$1,500 to over \$2,000, and I don't believe it's worth it. I am planning to put the catalog into a clear mailing envelope so that it is not damaged in transit or from being tabbed. That will raise the cost over last year, but not by a huge amount, and will contribute to a more professional look.

### **2025 International Open Exhibition**

The 2025 Open schedule has been completed and sent to all volunteers who have roles in hosting the exhibition. I had a Zoom meeting with Donna Botten to go over tasks and answer any questions she might have had.

### **Discussion with Lawyer about *Hot Press* legal issues**

I contacted our lawyer to ask about certain things related to Hot Press that we think might be legal issues, and I asked her for clarity. I'm waiting to hear back from her and I will report her response when I do.

**Jurors / Instructors**

I will be sending a new Presentation on possible exhibition jurors and additional Waterworks workshop instructors to the selection committee in the next few weeks. We need to finalize 2027. Several people have left the committee. Sarah Hansen has agreed to step in to bring the total to nine people on the committee, a perfect size.

**Volunteers: Peggy Willett:**

Developing a list of candidates to take over the Permanent Collection chairman role from Roger Baker, who wishes to step down from this after 15 years in the role.

**Foundation: Peggy Willett:**

The Foundation Board meets later this month and will discuss broadening our scholarship eligibility to students attending art colleges beyond the PNW. This year's scholarship judging will take place using our online application and judging platform. HUGE thanks to NWWWS for helping us build this functionality into the website.

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

**Eileen McMackin - Awards**

**Devi Brunsch - Venues**