

MINUTES
Approved Sept 10, 2010
NWWS Board of Directors Meeting
Weds. June 11, 2025
Zoom Video Conference

Attending: Deb Roskopf, Molly Murrah, Shirley Jordan, Conny Spann Shilpa Bhadsavle, Kristi Dyson, Sarah Love, Karen Robinette, Sue Dehmlow, D'Arcy Heiber

1 p.m. Call to Order

Approval of May 2025 Board Meeting Minutes

A motion to approve the May 2025 Board meeting minutes was made by Molly Murrah, seconded by Shirley Jordan and approved by all.

President's Report - Debbie Roskopf

1 - I've scheduled March of 2026 with Anna Macrae to begin 4 month NWWS exhibition at Aljoia retirement community (Mercer Island). The exhibition will be like those we've done before.

2 - I'm still including the promotion of the Signature Show at the Convention Center in the bi-weekly blasts because that item continues to get many "clicks" even though it is at the end of the eblast.

3. Forecast Report for month of May: Projected discretionary cash end of year is \$21,303. (That is up from last month's projected \$15,400.) Happy to see it bounce back.

Notes: Cancellation of the Usibelli workshop resulted in about \$3,500 in refunds. Last year the Leslie Goldstein-Warren workshop was cancelled. These cancellations do financially hurt. May PaintOut had lower attendance than expected, resulting in lost revenue of about \$1,250. For reference, in 2024, we netted \$6,300. over the 3 camps.

4. Linda Hulce has advised Debbie that she needs to step away from Paint Out while she supports a family member's health issues. Debbie will step in to handle the Samish venue contracts for the next event and will manage it with help from members who attend regularly.

President's Report, part 2 - Molly Murrah, VP, presiding

• Change of Chair of the 2025 Open Exhibit

Donna Botten has stepped down as Open Chair/Coordinator due to health issues. Devi Brunsch, Venues Chair, has agreed to send the artist acceptance packets and the exhibits team will carry forward with their usual roles and responsibilities. DR will field all email inquiries related to the exhibit.

• Upgrading video quality - Approved by the Executive Committee

We hosted a successful workshop with Alex Hillkurtz, but the recorded video quality was disappointing compared to the live stream. After discussing this with our Zoom representative, we can now set up a business account with only three users instead of ten. I propose adding Debbie and Karen as alternative hosts since they manage online NWS meetings.

The Executive Committee unanimously approved this proposal, which will enhance recording quality for paid workshop participants. General meeting webinars are not paid events, so high-definition quality for those would be unnecessarily costly.

Benefits of upgrading to a business account:

1. Cost: \$21.99 each, totaling \$65.97 per month.
2. All three can schedule and start meetings, receiving direct communications from Zoom for their individual meetings.
3. Automatic upgrade to high definition video quality.
4. Increased storage from 5 GB to 15 GB.
5. Additional storage can be arranged by Karen for all-day workshops.
6. I need an @nws.org email as admin; the other hosts do not.
7. Karen can run WW and Open workshops on our NWS account without needing to set up a new account each time or having to submit an invoice to NWS for her costs.
8. Ability to designate alternative hosts for all meetings and webinars.

DECISION: A motion by Molly Murrah, seconded by Sarah Love and approved by all, agreed to the additional expense of about \$45 per month to upgrade our Zoom account to Business Pro level, with three uses and all the benefits listed above.

Treasurer - Shirley Jordan

The year to date spreadsheet is attached, which includes the following numbers:

\$42,233.16 Savings

\$12,620.60 Checking

\$34,294.83 CD Investments

\$89,148.59 Total

Shirley advised that membership renewals are strong this month and expected to continue. Revenues seem to be stabilizing. Debbie Roskopf noted that we've sold 6 video downloads so far, so we're off to a good start with that new revenue source.

Corresponding Secretary - Conny Spann

Conny sent word that s soon as the current show closes there will be several new Signature Members to report at next months meeting.

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

From Karen Robinette: Workshops - Should we continue to offer early workshop registration for board members even though there is little interest being shown?

DECISION: After discussion, it was agreed that the work associated with making this available is not worth the effort, so we'll stop promoting this to board/volunteer members.

New Business

- Molly Murrah's list of proposed jurors has been sent to the 9 person selection committee. Only 3 have responded so far.
ACTION ITEM: Please, if you are on this committee, get back to Molly asap. Molly was encouraged to give the members a deadline.
- Molly Murrah was pleased to announce that NWS member, Kay Seale, has agreed to help with graphics for slideshows and certificates. This is a great help and we'll welcome Kay to the Board's graphic design team.
- D'Arcy Heiber, Newsletter Editor, commented on participation in Editor's Challenge, which is down and only a couple of members are taking advantage of this opportunity for exposure. Discussion followed and ideas include changing the name, Editor's Challenge, to be more of an invitation to send their best new work. Or to be seasonal or genre specific. Sarah Love offered to call for entries on the FB page.
- Kristi Galindo Dyson notes the Signature Show comes down next month and she will be in touch with all participating artists about picking up their work. Special note that the QR code made sales and transactions wonderfully simple. See Kristi's complete report below.

The Meeting adjourned at 1:50 p.m.

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

Data Manager - Shilpa Bhadsalve

1. Attached is the monthly report.
2. I have added free memberships to the board.
3. My report is for the month of May (days until June 1st). However, after we crossed June 1st, about 17 signature members seem to have lost their signature status.
4. I have approved Gary Friedman for signature membership.

Foundation - Peggy Willett (Secretary for the Foundation)

Scholarship: NWS will spotlight the 2025 Scholarship recipient, Calissa Chapa, at the June 24 membership meeting. Linda Sewerker, Foundation board member and lead of the Art For Kids program, was a juror for this year's scholarship and will introduce Calissa at the meeting. Molly Murrah is preparing the visual presentation. Sarah Love and team have been promoting

the Foundation's Scholarship program and this year's winner. Peggy Meyers, Deb Roskopf and Jodi Steele have also been super helpful while Scholarship Chair Ann Breckon is on the mend. Thanks to all who made it work!

The Foundation board meets next on June 18 at 4 p.m. All NWWs board members and active volunteers are welcome to attend and get to know what we do and how we do it. Please be in touch if you'd like to listen in.

General Meeting Demo Artists - Molly Murrah

Approved by the Executive Committee: We are removing the requirement that the Artist Selection Committee approve general meeting demo artists. Finding artists often happens last minute due to various challenges, making it impractical to involve the nine-member committee. This change will reduce stress for the Programs Chair.

With Sarah Hansen, our Programs Chair and accomplished artist, and myself as Education Coordinator, we will ensure that the artists selected for demos are of high quality and appreciated by attendees.

Paint Out - Linda Hulce

Had a gelli instructor for 2 hours each day at Paint Out and also a dishwasher. May repeat for September. Seemed to be successful.

I have been approached by two art groups at Samish about combining into one larger group. Awaiting a larger conversation with lots of details to be identified

Publicity: Sarah Love: May 25 PR Report

Waterworks Exhibition

- Winners press release picked up by *Shoreline Area News* <https://www.shorelineareanews.com/2025/05/winners-of-nwws-waterworks-exhibition.html> and May 25 *Mill Creek View* (see attached image of newspaper)
- Free ad in The Ticket through *Seattle Times* continues through 6/30/25

Open Exhibition

- Worked with Debbie Roskopf to create 4 ads for *American Watercolor eNewsletter*. First ad ran 6/2/25 with featured artist Jan Min. Other dates/artists: 6/10 Stacy Lund Levy; 6/17 Jiangang Sun; 6/24 Suz Chang Tan.
- Worked with Debbie Roskopf to create 5 social media ads on Call for Entries to run consecutive weeks beginning 6/2/25 with Stacy Lund Levy's artwork on Facebook. So far, ad has garnered 199K views and 1,378 clicks to the website. Ad run through 6/7. Other artists to be featured, dates and mediums: 6/9 Instagram, r. mike nichols; 6/16 Facebook, Annie Strack; 6/23 Instagram, Alexander Hollmann; 6/30 Pinterest, Liz Walker.
- Call for Entries press release written and distributed to 47 art publications and organizations.

NWWF Scholarship Winners

- Wrote press release on 2025 NWWF Scholarship/Barbara Pitts Award of \$3,000 going to Calissa Chapa and noted \$100 each going to 5 Honorable Mentions.
- PR distributed to 31 art publications and organizations.
- Provided PR, info and images for slide presentation during introduction and interview with Calissa Chapa at 6/24/25 general meeting. Info also went to Hot Press.

Membership Ad Campaign

- A total of 8 ads each with a different benefit were distributed through Facebook, Instagram and Pinterest. Thanks to Debbie Roskopf for the artwork.
- There was a total of 8,140 views - all organic (no monetary boosts). Overall: more people know about the many benefits NWWWS has to offer.

Social Media

- Wrote 23 posts with images for social media team.
- Deleted old videos of general meetings from Facebook. New policy will automatically delete videos after 30 days. Some of the ones we had dated back to 2018.
- Worked with Debbie Roskopf on Volunteer campaign that begins the 3rd Monday of each month 6/16/25

Signature Show: Kristi Galindo Dyson

The Signature Show at the SCC will end on July 15th. The volunteers who helped install the show in January will be called on to be present for the take down and to arrange for the pick-up of their paintings. All artists will be reminded of the pick up dates and the location.

Artists and buyers will be able to pick up their artwork from Phoenix Art Restoration starting on July 16th. Phoenix will hold paintings for up to two weeks without extra charge after that artists will be charged \$5 per day that their painting remains at Phoenix. There is a new contact at Phoenix who is replacing Trevor, we now work with Levi Brooks estimates@phoenixartrestoration.com or levi@phoenixartrestoration.com.

As of now 6 paintings have sold. All the buyers have been contacted and given info on how to pick up their purchase at the end of the show. They will be reminded a week or so before the end of the show. The artists who sold work were paid in the month that their work sold. We had one inquiry recently from someone who wanted to purchase Rita Furnanz painting "Electric Blues", he wanted to bargain for a lower price and buy it unframed. We thanked him for his interest but informed him that show prices are not negotiable. He didn't recontact us.

Income from the show to date is \$1645 in entry fees and \$1868.75 in sales for a total of \$3513.75. The total sales figure was \$7475, NWWWS retained 25% of that figure.

Expenses for the show included reception cost - \$2375.03 and the cost for the trifold and posters. I don't have the exact figures for those 2 costs but believe they were somewhere between \$1500 and \$2000. So at the moment we are in the red by \$500 to \$1000 if my guesses are somewhat correct. There is still the possibility of more sales with 1 1/2 months to

go, if that happens we could easily erase any deficit. All in all a great success, we can't buy the good will and exposure that this show brought to NWWS!

Workshops: Karen Robinette

NWWS will present a 3-day online workshop with Frank Eber October 20 – 22, 2025

The theme is “Beyond technique—finding individual expression”

- Learn how to paint luminous watercolors by manipulating tonal values, color, and edges.
- Frank will share advanced painting techniques to create atmosphere, balance, and unity in your work.
- The workshop will run 9 a.m. to 4 p.m. PDT and is limited to 22 participants
- Registration will open August 9, 2025 at nwws.org (Early board member registration will open August 8, 2025)

Workshops International - Molly Murrah:

I'm working on the next Workshops International artists' list now. There are many artists and conditions to consider regarding them, so they take some time to vet and decide upon.

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

No items received for this section.