

## **MINUTES**

NWWS Board of Directors Meeting  
Weds. Sept. 10, 2025  
(Approved October 8, 2025)  
Zoom Video Conference

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

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**Attending:** Deb Roskopf, Kay Seale, Peggy Willett, Sarah Hansen, Shilpa Bhadsavle, D'Arcy Heiber, Conny Spann, Roger Baker, Sarah Love, Eileen McMackin, Kristi Dyson

### **Welcome Kay Seale**

Deb Roskopf introduced Kay Seale, an NWWS member and graphic designer who is supporting Sarah Love's Social Media team by creating ads. Kay also enjoys producing certificates for the Idaho Watercolor Society and is willing to do so for NWWS awards as well. Welcome to the team, Kay!

### **Approval of June 2025 Board Meeting Minutes**

A motion by Sarah Love, seconded by D'Arcy Heiber, to approve the June meetings, was approved by all.

### **President's Report - Debbie Roskopf**

#### Financial Update: Tax matters

Deb explained how Stripe partners with Taxually and Lumatax manage our sales tax collections on WA residents from the sale of our Workshop International video replays, and distributes funds to the appropriate taxing venues.

In addition, the State of Washington now requires us to collect sales tax from WA residents on sales of our Spring and Fall exhibition-related workshops and Workshops International workshops. Stripe will help us manage these taxes, as well.

#### NWWS and NWWF:

We are working to decouple any Foundation donations that are made through the NWWS website so they go directly to the Foundation Treasury, so they can be tax deductible to the donor.

**DECISION:** While discussing Foundation finances, the board approved a one time donation of \$500 from NWWS to the Ann Breckon Scholarship Fund at the Northwest Watercolor Foundation.

#### Financial Forecast:

Deb shared notes about how our revenue and expenses for 2025 are looking, compared to 2024. Factors include:

- Lower registrations for Paint Out in 2025
- Lower entries to the gallery exhibit for the International Open Exhibit in 2025
- Higher Open costs due to gallery venue and additional juror hotel/travel expense.
- Signature exhibit expenses and some offsetting revenue from sales
- Slight decrease in memberships to date
- Slight increase in operating expenses

Overall, we may be down about \$12K at year end, but we have cash reserves and will be careful of any new expenditures.

### **Treasurer's Report - Shirley Jordan**

Shirley's Year to Date spreadsheet was shared with all board members.  
Total assets to date are \$89,148.59

### **Corresponding Secretary - Conny Spann**

We welcomed four new NWWS Signature members in July. They are:

Rose West of Portland, OR  
Nancy Grigsby of Blaine, WA  
Jan Min of Blaricum, Netherlands  
Gary Friedman of Valencia, CA

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

1. **Sarah Hansen, Program Chair, shared the general meeting demo artist schedule and presentation with the board.** She thanked Molly for helping her get this first schedule of meeting artists together.

**ACTION ITEM:** Peg will pull a list of members interested in volunteering for AZR since Sarah has identified at least one artist whose expertise in the business of art, may make a good session on that platform. We just need a new lead for managing and reimagining AZR.

Deb noted that Sarah will be on the faculty of the new Acrylic Live event next March, and that as with Watercolor Live and Gouache Live, NWWS will have a code members can use to secure a discounted registration fee. NWWS will also receive a fee for each registrant using that code.

**ACTION ITEM:** Conny Spann and D'Arcy Heiber will team on an article comparing World of Watercolor and Watercolor Live.

### **New Business**

Deb Roskopf raised the topic of how to bring new leaders into NWWS to ensure its future. She raised the question of what happens to NWWS if a key member of the board can't continue in their role. Discussion followed with the following ideas:

Dust off the leadership org chart from a couple of years ago and bring it up to date.

Update job descriptions for all roles so we can all speak knowledgeably to other members when we invite them to take advantage of an opportunity to become more engaged with NWWS.

Consider inviting another member to learn your role, be your wingman, cochair, shadow, so you have someone who can help you out if you are traveling, ill or ready to change jobs or retire.

Invite that person to attend a board meeting as an observer.

Consider other arts groups who might want to partner with us in some manner.

Be confident that the right people will step up and fill any roles we need. We have MANY members who want to help NWWS. We just need to provide opportunities for them to do so.

**ACTION ITEM:** Ask each board member and volunteer to provide a few bullet points that define their responsibilities. And, ask each what they most enjoy about their NWWS work.

The meeting adjourned at 2:30

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

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

July and August member info - attached.

### **Debbie Roskopf: Gouache Live (was August 23).**

Through our affiliate program with Streamline, we earned \$10.00 for each person who registered with our NWWS special discount code. We received about \$250.00. We will have an affiliation with 2026's "Watercolor Live" and "Acrylic Live" from Streamline, and with Terracotta's "World of Watercolor".

## **EXHIBITIONS:**

### **Signature Exhibition - Kristi Galindo Dyson**

The Signature Show ended mid July. Thanks to Molly M, Debbie R, Devi B, Roger W and Katherine G for their help taking down the show. We had one more sale after the show came down. A buyer contacted Bill Hook to purchase his piece, we were able to process the sale and get it to the buyer before it was shipped back to Bill. In total we sold 7 paintings!

### **International Open Exhibition 2025 - Exhibition team updates:**

**Debbie Roskopt: Deadlines, Entries, Venue and more:**

- From here forward, we will use 12:00 midnight as entry close time, not 6:00 p.m., which is a holdover from the old days. The deadline is also during the week in case we need assistance from the web developer for some reason.
- The 1 week extension made a huge difference in the number of entries and entrants. Entrants totaled about 250, 15 more than the in-person 83rd exhibition, but about 90 less the 2004 online exhibition. We expected fewer entrants than online, and it is down about 25% from last year; however, the quality of the artwork is quite high and Frank Eber has curated a balanced, wonderful exhibition.
- The Yuan Ru Art Center will be promoting our exhibition with social media and more.
- Mary Schumacher will be catering the reception with light finger foods and wine, as follows:

**Award Event Catering - Mary Schumaker**

I am looking forward to the NWWWS 2025 International Open Exhibition. As November is quickly approaching, I went on line for a preview of the gallery and was very impressed. I will be making an in person visit in October to meet the owner and view the working area available.

I have decided on a simple but elegant menu of finger foods both savory and sweet. There will also be a limited wine or prosecco service available plus a non alcoholic option. The color scheme for the table will be black and white with a pop of bright red. Debbie R. will be looking into having napkins printed for the occasion and flowers for the table complementing the same colors. The estimated budget has been at \$400. — depending upon the estimated attendance.

**Open Exhibit Volunteers - Peggy Willett**

We'll need local members to help with Art Intake, Exhibit installation, Award event roles (welcome, food serving and cleanup duties tbc), and Art pick up when the show ends. Please let me know how many people are needed for each role noted above and I'll round up local members to help. We have LOTS of members who want to do so! This is a GREAT opportunity to get more members engaged at an event.

**Open Exhibit Awards - Eileen McMackin**

Working on awards for the Open, and sending out procurement requests for 2026. All is well!

**Newsletter - D'Arcy Heiber**

Beginning with this fall's issue, *Hot Press* is changing the former "Editor's Challenge" to "*Hot Press Gallery*." Still basically the same feature (asking people to send in one of their paintings), but there will no longer be any first, second, honorable mention ranking. Just an opportunity to show your work.

We considered whether this feature should be restricted to NWWWS members only or open to non-member painters, but for now, it will remain a member benefit only.

**FOUNDATION (NWWF) - Peggy Willett**

1. **Art For Kids:** Linda Sewerker is handing over the Art For Kids program to Edyte Parsons, a 4th grade art teacher. Linda will help Edyte learn the role after she joins the Foundation board

at their Sept. 17 meeting. Linda is planning to leave the board at year's end with thanks for her initial work as Secretary and then taking the AFK program to new heights with online applications for grants and showcasing student's work with visual presentations on the Foundation section of the NWWWS site.

**2. Scholarship:** Ann Breckon's work to develop the Scholarship program will be carried forward by Catherine Gill, notable artist, author and educator. Cathe knew and worked with Ann in securing and setting up the Barbara Pitts award and is honored to ensure Ann's work continues. We will all team to help Cathe learn the role after she joins the Foundation board later this month.

**3. Strengthening the Foundation Board:** We are actively seeking co-chairs for each Foundation board member so all roles have an informed 'second in command' who can support the current leaders and step into their roles when and if needed.

### **Publicity - Sarah Love:**

#### **Open Exhibition**

- Ad promotion for Call for Entries through social media and *American Watercolor* eLetter the month of June: A total of 9,036 link clicks to the Open page. Total costs: \$1,697
- Special note is that 88% of the link clicks on social media came from 18-34 year olds - a good sign
- Wrote press release and distributed to 116 media. Copy available for anyone who wants to send to family or friends.
- Created a press release template which Molly emailed to all accepted 80 artists to use.

#### **Social Media**

- Wrote of total of 66 posts with images for the social media team to distribute on all that's happening at NWWWS.
- Picked signature member's paintings for the members Facebook page header and wrote brief descriptions. Each quarter a different artist is featured. For the Spring it was David Van Galen's "Kindred Spirit." The summer feature now running is Julie Creighton's "Morning Melody."

### **Program - Sarah Hensen**

I have prepared a PDF slideshow to show the board the lineup as it stands for 2025-2026. See attached which will be shared with and discussed with the board during section A of the agenda.

### **Debbie Roskopf: Samish Paint Out:**

Attendance is down (as it was in May) with 30 people registering for Sept. camp where we generally have 40-45 in September. Rates have remained steady all of 2025. Seattle Co-Arts has several members joining us. The next camp should be marketed more widely, to more art groups. Without a survey, we generally feel that many are reacting to financial uncertainty and inflation and belt-tightening. DLR has a list of everyone who has attended camp for the last 3 years and will conduct a survey post Sept. camp. The same email list received 3 targeted emails solely about PaintOut.

## **Juror and Exhibition-related Workshop leads - Molly Murrah**

### **The Open & WW – I have confirmed bookings for:**

- 2027 Open Juror & Instructor: Michael Holter
- 2027 WW Juror & Instructor: Cindy Baron
- 2027 Instructor: Angela Bandurka
  
- 2028 Open Juror & Instructor: Michael Reardon
- 2028 WW Juror & Instructor: Dan Marshall
- 2028 WW Instructor: Tere Lojero (from Mexico - gave an excellent WI workshop)

**One potential juror asked for a higher fee for his workshop than we have ever paid – \$1,200 a day.** I responded and expressed the below concerns:

- He has a fair amount of video and workshop exposure online, so he's "out there" a lot already.
- We need a UNIQUE "hook" that will allow us to promote his workshop effectively.
- Our question: ***How will he craft a special workshop just for NWWs in order to justify his fee?***

## **Workshops - Karen Robinette**

The Frank Eber's 3-day online watercolor workshop, "Beyond technique - finding individual expression," will be held Oct. 20-22. The registration fee is \$325 for members and \$400 for non-members. Website registration is open. Currently 6 of 22 participants are signed up.

### **Workshops International – Molly Murrah**

I have confirmed bookings for all of 2026:

- February 14: Angela Fehr (Canada)
- May 9: Karen Mai (Hong Kong)
- August 8: Anders Anderson (Sweden)
- November 14: Jorge Coruña (Peru)

**Jan Min's Workshops *International* workshop sold out with 50 participants. I received many great comments, but wanted to share this one in particular with the board:**

*I wonder if your Board Members realize how NWWs enhances the quality of life experiences of your online audiences by the work you do? I hope so!!! Have a grand summer!*  
Jan Sherwood

## **Volunteer Update - Peggy Willett**

1. Open roles include:

AZR lead - opportunity to reimagine this program

2026 Waterworks exhibition chair and Open exhibition chair

Foundation - additional 'understudy' board members as noted above

Signature Member Chair - to take over from Kristi Dyson

Contracts Coordinator - someone with legal background to review contract changes

## 2. Volunteer Data capture:

Not urgent, but it would be great if we could capture members' special skills and volunteer interests by code in the data base so the VC doesn't need to keep a separate spreadsheet for these. Having all member info in one place would reduce the possibility of errors transferring info. And when the current VC 'retires' it will make the role easier for the next member who volunteers for this job.

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

**Roger Baker - Public/Community Art**