

VWS Board Meeting Minutes

DATE: February 3, 2018

LOCATION: Telephone Conference Time – 9 am – Noon

PARTICIPANTS: Tony Conner, Joey Bibeau, , Adrienne Fisher, Victoria Jefferies, Martin LaLonde, Jane Sandberg, Judith Selin, Chris Sumner, Loretta Weitzel and Lauren Wooden.

During conversation as members were signing into the Board conference, Tony Conner mentioned that the template for the VWS website is ready. Currently, Tony is making important adjustments to material that will be posted on line. He is removing links to older, outdated prospectus' and obsolete information. The website will be less confusing with these posts removed. Once the changes are complete, hopefully within the next week or so, Judith will send an email to the membership and the VWS mailing list. Tony will address any issues and make himself available to fix areas that need adjustment at the time of posting. Chris and Tony clarified that VWS is keeping the same host. Concern that the website has been posting a warning that the sight is not secure should be corrected with the new template. Tony sees the new look as a two-step process: Step one is to have members with gallery pages review their information and be able to update their material. Step two is to update Hub material. (The money allocated to the hubs is defined by paid memberships as of July 31 of the previous year.)

Tony opened the meeting and welcomed Lauren Wooden. The first order of business was to have the board appoint Lauren as Director of Membership, effective immediately. Chris made the motion, Adrienne seconded and Lauren's appointment was approved. Lauren's two-year term effective date is January 2018; in the fall of 2019, Lauren may run for reelection.

Treasurer's Report

Chris Sumner presented the Treasurer's Report. Chris made a motion for the Board to accept her report as submitted, Jane seconded the motion, and the Board approved the Treasurer's Report (Report attached to Minutes).

Chris highlighted that VWS revenue was up last year due to the Reid workshop. The year before revenue was up because of additional income from an outside source and a grant that VWS did not receive in 2017. The financial figures ended up in the same place although VWS had a shortfall of 13 memberships. The 2018 memberships figure is not known at this time because of the transition period, with Michelle transferring records to Lauren.

There was discussion regarding the VWS email serving as the email for VWS' PayPal account. Tony, Lauren and Chris will work together on PayPal. PayPal

allows up to eight emails. A verification code is required on PayPal transactions. The VWS email is in Tony's name; Tony will provide Chris with a verification code for access to the account, as needed. Lauren will deposit money direct into the VWS account. Chris, Lauren and Judith will work together when dues are paid.

The Treasurer's Report reflects that a transfer of \$3,300 has been made to I Can Paint. At the end of September 2018, VWS will review the money left unspent by Hubs; following year-end, unused money will be distributed to I Can Paint in 2019. Chris will coordinate with Jane re Hub money.

Director of Hubs

Jane Sandberg presented her Hub Report. VWS has 239 members with money allocated as of December 1. The amounts are calculated as of July 31 of the previous year. Jane will work with Chris and put together a report regarding allowable expenses. Please see Jane's report (attached to Minutes) naming the hub leaders and outlining activities for each VWS hub.

Co-Director of Exhibits

Victoria Jefferies reported that the Spring Show will be at the Festival Gallery in Waitsfield, Vermont and run from May 6, 2018 through June 2, 2018. The opening will be held on May 6 from 5 – 7 p.m. The Fall Awards Show will be held at Pam Dexter's Gallery, Ash Hill Center for the Arts from September 5 through October 8, 2018. Please refer to Victoria's detailed report (attached to Minutes).

Victoria inquired of Adrienne whether there is someone that has shared an interest in helping with graphic design.

Victoria has contacted the Vermont College of Fine Arts for VWS in 2019 re an all member, non-juried, open show. Victoria would like someone to take over following up with this and organizing the future shows, as she is not continuing on in 2019.

Regarding the awards for the 2018 show, VWS will have four awards: VWS Award, Yoder Award, Colart Award and Moosewalk. VWS will forego a Holbein Award, at this time, as they are asked for favors for the program meetings. There was discussion regarding whether VWS has a budget to offset the cost of items for favor bags. Joey and Tony will coordinate with Victoria re awards, door raffle items and program meeting favors.

The VWS position regarding serving wine at venues was briefly discussed. Victoria confirmed that VWS wants to have wine offered at the Spring exhibit opening. Tony stated that during the second half of the meeting the Board would address writing an alcohol policy for VWS. Victoria asked Adrienne to help with the food area of the exhibit opening reception.

Discussion returned to the upcoming opening. On or about April 6, the website will post the artists accepted in the show. The board agreed that it would be great to provide postcards for the exhibit. Tony, Jane and Lauren will help develop the public relations as they update VWS' membership packet, with a promotional piece and postcards. Victoria talked about postcards that members can pick up and send out regarding the upcoming show.

Victoria discussed framing issues regarding single and double matting. Victoria made a motion that the matting section of the prospectus be edited to include white and off-white outer matting, with a ¼ inch or less liner mat. The motion was seconded by Adrienne and passed. At the present time there will be an allowance for the liner mat to have color. It was decided not to specify pastel shades only on the liner mat. Victoria asked Tony to send her the log in information so that she can update the prospectus.

Jane questioned the types of paints allowable. Joey pointed out that watercolor is defined as a water-soluble medium. Paper surfaces often have coatings now. It was suggested VWS look at both the American and National Watercolor Society paint requirements.

Director of Programs

Joey Bibeau presented his report regarding the VWS Spring Meeting to be held on Sunday, May 20, 2018 at the Landgrove Inn. (See attachment to Minutes.) The board discussed the possible topics for the morning presentation. The Board was favorable to each idea – Mickey Myers discussion of Legacy Project Workshop; Framing discussion/demo; Colart supply presentation; and a retrospective slideshow by Gloria Miller Allen re her art residency in Zion and/or the Grand Canyon. Jane suggested having a speaker talk about what judges look for in paintings; Adrienne suggested having a panel of jurors.

Joey asked about compensating speakers for their presentation and if there is money in the VWS budget. Martin said that he had not found it a problem to get vendors to come without compensation. Tony pointed out that the Board can be asked to approve expenditures of reimbursement or compensation but this would require a formal recommendation to the board for review.

Joey reported that he has been in touch with Tom at Landgrove to correct Gloria Miller Allen's workshop link. The workshop "Power Tools for Powerful Painting" has one person registered. VWS will promote the workshop and spring meeting.

Co-Director of Communications

Judith Selin reported that the newsletter has had a name change from Snippets to Vermont Watercolor Society News. Judith received a total of nine votes for the winning name change. Other changes in the newsletter include: The elimination of the President's letter; the size of the newsletter is pared down; there is a members names to faces monthly column, with photo, which provides insight into our VWS members. (See attachment to Minutes.) Adrienne suggested that the names to faces might include a picture of a watercolor by the artist. In the future, the article might provide a link to the artist's gallery page. Other suggestions to improve the newsletter were to highlight what is happening in the area and possibly offering an on line critique.

Director of Volunteers

Adrienne Fisher reported that she contacted 16 members who expressed an interest in volunteering. Lauren Wooden agreed to be Director of Membership and she is already working with Michelle. Deanna Couture has offered to write an article for VWS. (Report attached to Minutes.)

Adrienne and Jane questioned if awards at both shows would encourage more participation in shows. Is visibility through exhibiting enough to motivate participation? Members ask what next after acquiring VWS signature status. Adrienne questioned if there could be an on line show. Victoria stated that she is not able to take on the organization of an online show. Adrienne will continue to look for volunteers.

Discussion went back to the topic of VWS publicity. Jane will research brochures and banners and make some recommendations to the board at the next board meeting. Victoria recalled that there was a VWS banner but she does not have it. Victoria will check with Gary about what the Festival will do re graphic work, publicity and postcards. VWS will supplement what the Festival is not able to do. Jane offered that her husband, Howard Wooden works at St. Michael's campus and might be able to do graphics.

Goals and Objectives

The Board reviewed the Goals and Objectives written at the December 2, 2017 Strategic Planning Session. Chris made a motion, Adrienne seconded and the Board accepted the one, three and five year Goals and Objectives as written. Tony focused discussion on the one year goals that will lead into three and five years. The Board will set up a Public Relations Committee. Lauren and Jane will work on a membership document. A review will be made of the benefits of membership. (See attached Report.)

Michelle gave Lauren a postcard re benefits of membership and Tony offered to provide a copy of a second version VWS made showing the benefit of membership info. It was recommended to have postcards about VWS at the Holbein event held in the summer. It was suggested that a consideration be given to having a tri-fold brochure. The new publicity person and the public relations committee will work on this.

Tony reviewed the results of the survey taken to help VWS gauge the effectiveness of member communication. Jane will share the results of the survey with hub leaders. (Survey is attached.) The survey gives good information and feedback. The members that attend programs are the most active members of VWS and tend to have a positive outlook.

Legal Liability – Alcohol Policy

Tony met with an attorney regarding VWS legal liability. The attorney reviewed VWS student and hub policies and addressed public exhibit receptions where we serve alcohol.

The attorney felt that VWS is at low risk because it does not engage in high risk activities. VWS has a Director and Officer Insurance Policy that protects its officers' financial liability. State statutes also protect non-profit organizations.

VWS will write an Alcohol Policy. VWS will use venues that are licensed to serve alcohol or VWS will hire a caterer that has a license to serve alcohol. We will confirm galleries have alcohol permits and licensed servers for beer and wine. For private and hub events, there is BYOB and individuals will serve themselves and take responsibility and not the organization. An example of a Burlington event at Union Station was given and will be further looked into by Jane. Tony will write the Alcohol Policy and it will be forwarded to the Board for review and approval. After Board approval it will be forwarded to all hubs along with student policy guidelines.

Membership Review Committee

VWS currently has five membership categories with different privileges. A Membership Review Committee is being set up to review and recommend changes. The committee will look at whether VWS should make changes to its requirements for signature status. Since the Fall Annual Meeting, the Montpelier Hub has met and decided which activities will include students and they are comfortable regarding student participation. Suzanna Colby met with Tony and said that most of the students come to VWS for I Can Paint but otherwise are involved in sports, school plays and students are really not going to participate in additional VWS hub events. Membership Review Committee: Adrienne Fisher and Lauren Wooden volunteered to be on the Membership Review Committee.

Organizational Review Committee

The organizational review will look at directors and their responsibilities today. They will review and make recommendations for VWS over the next three, four, and five years. One goal will be to get the public more interested and involved in VWS. The committee will also define what our mission is and make recommendations. Martin LaLonde, Jane Sandberg and Chris Sumner volunteered to be on the Organizational Review Committee.

The two newly formed committees will report and make recommendations to the Board at the next meeting.

Board Meeting Dates 2018

Following the meeting, Tony will send some suggested changes regarding the board's meeting dates. He will look at the by laws definition of required meetings of the board and whether there is flexibility in holding more conference calls. Loretta recommended VWS possibly consider a mid-week evening conference call.

Other Business

At the Spring Meeting Joey will provide nametags. It was suggested that nametags show Name, Hub, and Home Location. Jane will introduce hub leaders and ask members of each hub to stand up.

Joey will promote the upcoming workshop at Landgrove. It was recommended that we promote the workshop in our newsletter, the Vermont Arts Council publication and work on additional public relations.

Respectfully submitted,
Loretta Weitzel, Secretary

