

## **VWS BOARD MEETING MINUTES**

**DATE:** September 22, 2018

**LOCATION:** Telephone Conference Time – 9 a.m. - Noon

**PARTICIPANTS:** Joey Bibeau, Jean Canon, Tony Conner, Adrienne Fisher, Victoria Jefferies, Martin Lalonde, Judith Selin, Chris Sumner, Loretta Weitzel and Lauren Wooden.

Tony opened the meeting and welcomed everyone. The following documents are attached to these minutes: Meeting Agenda, Minutes of July 22, 2018, Treasurer's Report, Director's Reports, Proposed By Laws Changes for Annual Meeting, Officer and Director Nominations for Annual Meeting, Proposed Hub Realignment, proposal to hold VWS Open Regional Exhibit 2020 and proposed updated VWS Brochure to be distributed at state welcome centers.

Lauren Wooden made a motion to approve the Minutes from the July 22, 2018 Conference Board Meeting. Jean seconded the motion. The Minutes were corrected to show Chris Sumner in attendance at the July 22 meeting. The Minutes were approved, as corrected.

Chris emailed and presented her Treasurer's Report. There is over \$28,000 available in cash. The VWS has established a new address with the rental of a Post Office Box. See attached report.

Chris is working with Paypal for receiving membership/dues renewals. Loretta mentioned Venmo as being another method for receiving dues. Chris said that she will look into whether VWS should consider using Venmo. Tony will be sending out a letter to the membership regarding dues, the annual meeting, and the updated VWS brochure. Chris asked Tony to mail her the password. Tony will relay the password on to the Board. Adrienne made a motion to approve the Treasurer's Report. Jean seconded the motion. The Treasurer's Report was approved.

### **DIRECTORS REPORTS**

The Board briefly reviewed written reports from the Program Director, Membership, Communications, Hubs, and Exhibitions. Directors Reports are attached to these Minutes.

Victoria and Jean submitted Exhibition Director Reports. The Board talked about the recent opening at Ash Hill Center for the Arts. Jean reported that she has placed a write-up about the opening on the VWS website. Tony reported that the opening was well attended. There was discussion that two paintings were separated out and placed in the room with the Woodturner artwork. A few VWS artists expressed disappointment about how their work was presented. One work

was placed in back of wood pieces on display on a bookcase shelf. Victoria addressed the Board stating she was aware in advance that VWS paintings and the wood pieces would co-mingle. She did not realize VWS art would be slightly concealed and come across as separated out. Victoria offered to contact Pam to inquire if the two works in question can be displayed more prominently. Going forward, the VWS will try to ensure that paintings are hung and not obscured by other artwork, such as wooden bowls and vases.

In her report, Jean provided the names of the galleries she has submitted proposals to for 2019 and 2020, There was discussion on making the Festival Gallery a permanent venue. It was recommended that Loretta inquire about another VWS show at AVA in Spring 2021. (Later in the meeting, it was suggested by Tony that the Open Show, if successful, be considered as a biennial event.)

The VWS currently has eight hub areas. A suggested realignment will be discussed later in this meeting, in detail, proposing a move to four hubs linking members. The White River/New Hampshire hubs will be joining together for a few local area shows this October 2018. Judith asked if the VWS would consider having a hub workshop policy with regards to hubs having and/or sharing visiting artists, taking into account some of the expenses involved with workshop fees and accommodations. Specifically, the Burlington hub recently hosting an artist for four nights was talked about. It was also pointed out that VWS should remain considerate of partner organizational workshops (i.e. Landgrove). VWS Hub workshops are hub subsidized and for VWS members only and Landgrove maintains a much wider audience, offering meals and overnight accommodations which therefore make it more expensive. The realignment will be discussed later in these meeting minutes.

Joey joined in the meeting and added to his written report. Joey has received two checks for the Fall meeting. He will post a notice about the Fall meeting in the October newsletter and highlight speaker and demo information to motivate a higher attendance at the meeting. Tony reiterated that he would be sending out a letter to the membership that will include details about the fall meeting, membership reminders and the newly revised VWS brochure. Judith will be sending out the October newsletter and also she will send out an extra middle of October email reminder to the VWS mailing list.

Regarding the brochure, Judith asked that the address on the brochure be updated to reflect the new P. O. Box. Chris will be picking up the mail and she offered to scan and update Judith and Vicki regarding the mail and information that needs to be passed on to the membership.

## **PROPOSED BY-LAWS CHANGES**

The Board reviewed the recommendations made by the By Laws Review Committee. The changes will be presented as a packet and voted on at the Annual Meeting. See attached.

The by-laws change re student membership privileges: student membership does not include voting privileges and does not include the right to serve as an officer of the VWS. (It was pointed out that if a student is eighteen years of age, they may elect to pay for their membership and have these privileges.) Tony will speak with Lynn Pratt in advance of the meeting. Lynn actively works with the students in VWS and the I Can Paint program. Martin pointed out that other organizations/societies do not give voting privileges to student members.

The proposed by laws change removes pages of by-laws that detail how the VWS governs itself as a 501C3. The recommendation is to change the word "regulations" to "policies".

A motion was made by Adrienne to accept the proposed by laws changes recommended by the By-laws Review Committee to be presented at the Annual Meeting. Chris seconded and the motion passed unanimously.

### **OFFICER AND DIRECTOR NOMINATIONS FOR ANNUAL MEETING**

Tony presented the nominations for a second term for Martin as V.P., Chris as Treasurer, Joey as Programs, and Judith as Co-Communications. Jean was appointed by the Board at the last meeting as Co-Exhibitions. Loretta will fill the vacancy of Co-Exhibitions. (Jean and Loretta will have terms that overlap.) Michelle may fill the vacancy of Co Communications and focus on external communications that include but not be limited to the postcard and mail database. Adrienne will move from Director of Volunteers to Secretary. The Director of Volunteers position is currently open but will hopefully be filled by the Annual Meeting. At the Annual Meeting, Tony plans to present the slate of candidates in entirety for one vote. Tony will place this information in the newsletter. Chris made a motion to approve the slate of officers to be presented at the Annual Meeting. Jean seconded the motion. The motion was approved unanimously.

### **2019 HUB REALIGNMENT**

Tony reviewed with the Board a proposed Hub Structure based on discussion at the July 22, 2018 meeting. The number of hubs will be reduced from eight to four. The realignment is meant to benefit and encourage participation. With the realignment, a few point people may change and a move to more co point people may evolve. See attached.

The Board felt that the hubs are a nice feature of VWS membership. They provide a nice way to connect, keeping collegiality and helping VWS provide educational opportunities that a 501c3 status requires. Jean pointed out that it

gives additional opportunity to exhibit and hold plein-air events. Adrienne made a motion to accept the proposed hub realignment to the membership at the Annual Meeting. Jean seconded. The motion passed unanimously.

### **VWS OPEN SHOW – REGIONAL EXHIBIT 2010 (INCLUDING NON VWS MEMBERS)**

Tony presented an agreement with Southern Vermont College (SVC) to hold an exhibit of approximately 50 juried watercolor paintings from regional artists in 2020. This venue can accommodate a large number of works. The details are attached. This may be a continuing event and looked at perhaps on a biennial basis. There was some discussion regarding signature status and how this might impact VWS. The objective in offering an open show is to help raise the status of VWS, increasing visibility in other parts of New England and responding to competition. This venue has the ability to receive paintings by shipment, organize and manage. It was pointed out that there would be a need to step up the marketing of this type of event. Advertising would be increased.

Presently VWS uses Art Show Manager. For this particular show, Tony recommends looking at two other alternatives. The details regarding Juror selection, awards, entry fees, press/publicity will be worked out by Jean, Loretta and Tony.

The Open Show would be one of two shows that VWS holds each year. A second show for 2020 may be the Waitsfield Festival Gallery, which holds 26 to 30 works (30 small). The Board suggested staying with the decision to hold only two shows each year.

A motion was made by Jean to approve having an Open Regional Show, with details to be worked out. The motion was seconded by Martin. The motion passed unanimously.

### **VWS BROCHURES**

Tony asked for the Board to support distribution of VWS Brochures at five state welcome center locations in Vermont: Bennington, Williston, Gilford, Fairhaven, and Sharon. The cost of distribution is estimated at \$916.40. The revised brochures will have the new address, use a higher resolution for the logo, change the wording to “regional hubs” and add a question regarding how the person picking up the brochure found out about VWS. Lori Peckham has volunteered to do the graphic design work. Chris made a motion to approve the brochure cost. Adrienne seconded the motion. The motion passed unanimously. It was also recommended that the distribution of the brochures be coordinated so that more than one person does not take brochures to the same location. Tony will write about the brochure changes in his letter to the membership.

## **OTHER BUSINESS**

The Strategic Planning meeting, next board meeting, will be held on Saturday, December 8, 2018 at the Gifford Medical Center Business Offices, from 9:30 a.m. to 2:30 p.m.

Chris discussed that the VWS is flush with cash. In the budget, money will be appropriated to the brochure, external advertising regarding shows and postcards. A mailing reminder of dues will go out. Award money may be increased. Currently the VWS makes a profit through the workshops. There was discussion regarding the amount of money VWS makes at various workshops. For example the profit can be anywhere from \$1,400 to \$6,000, a sizeable difference. Income varies and is dependent upon the popularity, attendance, costs requested, and level of the artist leading the workshop. Chris, Martin, Joey and Tony will coordinate whether there can be a workshop cost adjustment reflected in the budget for 2019. Professional artist, Andy Evansen has been asked to lead the June 10-13, 2019 workshop at the Landgrove Inn. Joey and Martin will coordinate and reconfirm the email agreement with Andy Evansen, asking him to promote the workshop on his website.

Martin made a motion to adjourn the meeting. Adrienne seconded the motion. The motion passed and the meeting adjourned.

Respectfully submitted,  
Loretta Weitzel, VWS Secretary