

VWS Board Meeting Minutes

January 17, 2021 – 4:00 pm to 6:00 pm

Via Zoom

Present: Petey Becker, Jean Cannon, Donna Cary, Janet Dowling, Adrienne Fisher, Jeanette Fournier, Martin LaLonde, Anne Parlin, Lauren Wooden

Agenda

4:05 – 4:10 - Martin called the meeting to order and we all introduced ourselves.

4:10 - 4:13 - Approval of the December 6, 2020 Minutes - Angie made a motion to accept the Goals. Donna Carey seconded the motion. The motion passed unanimously.

4:13 – 4:15 - Approve Goals Document from December Board Meeting

The Annual Goals were reviewed. Jeanette made a motion to accept the Goals. Lauren seconded the motion. The motion passed unanimously.

4:15 – 5:28 - Directors' Reports with discussion

Petey Becker - Communications Co-chair.

1. Meeting with Martin and Judith to review the Mail Chimp process. Security code is preventing Petey to access Mail Chimp.
2. Required access information for the Mail Chimp application has been transferred.
3. Outstanding question regarding how the Mail Chimp membership database is updated.

[Discussion: Jean and/or Jeanette, when given the code, can put out reminders for our VWS shows to the membership. Lauren will put the reminders on our Facebook page.](#)

Jean Cannon - Exhibition Directors Report

Spring 2021 Show- River Arts Center, Morrisville: scheduled for April 15th - July 13th. The theme for the show is “New Beginnings” and a juror of entries has been secured. The show information is live on EntryThingy and also on the VWS website. Additionally, show information and a prospectus has been included in the January newsletter. Currently, River Arts is not hosting opening receptions but may offer a modified version depending on Covid restrictions. We are working on an online show either on the VWS website and/or the River Arts website. Members have until March 1st to submit entries online through EntryThingy.

River Arts has requested a VWS member host a watercolor workshop while our show is on exhibit. They will provide payment for this and the arrangements will be worked out directly between artists and River Arts. A Call for Instructor notice was included with the January newsletter with direct contact information for River Arts. [Jean is a great resource for artists' names who would be interested.](#)

Fall 2021 Awards Show at the Festival Gallery, Waitsfield - scheduled for October 24th – December 17th, 2021.

Spring 2022 Show at the Southern Vermont Arts Center: No contract yet but we have email confirmation with the new Manager of Exhibits, Alison Crites. No theme has been determined at this time. We are tentatively scheduled for a show in May or June. They will dedicate one or two galleries for our show.

Agenda items to Discuss:

- I. **Two or three email reminders** need to be sent to members about submitting to the Spring show. Traditionally, this has been done through the newsletter but that isn't an option for February since the next newsletter isn't being sent until March. We also had the option of sending show reminders every ten days prior to a submission deadline. This really helped with submission numbers. It would also help with reminding people to pay their dues.

Jeanette/Jean can write up reminder email notices to be sent to members via MailChimp; however we need assistance with the MailChimp logins and the process in MailChimp for doing this. After this, Jeanette can create a template, separate from the newsletter in MailChimp that board members can use for single announcements going forward.

2. EntryThingy – Purpose of Tokens

For every show VWS lists with EntryThingy, we have to purchase tokens. Each entry submitted to a show uses one token from our bank. If we have more than 71 entries for a show or list a new show, Jean or Jeanette (or whoever is the Exhibition Coordinators) purchases more tokens on EntryThingy as needed. Tokens can be purchased in varying amounts from 10 tokens for \$20 and up to 50 tokens for \$100 for example. Larger quantities of tokens can be purchased at a time but purchasing 50 at a time is working. Currently we have 71 tokens in our “bank” account so to speak. Additional features and functions use up tokens.

Discussion: Tony and Vicki have gone over this. It would cost 9 tokens/month. Jean made a motion to try EntryThingy's Gallery widget for our Spring show. Petey seconded the motion, which passed without objections.

3. Online Gallery on VWS Website: EntryThingy offers a cool feature called “Gallery Widgets”. This is a link we can add to a page of our website and it will show images of all the accepted artworks along with the artist name in a show. This costs 9 tokens each month we want the show images on our website. Given the state of public gathering in the current health crisis, do we want to have an online gallery on our website? It would be a way for members to help promote their work and help increase traffic to our website.

Anne Parlin - Director of Hubs

With Corona Virus still a big part of all our lives, the Hubs are fairly stagnant but using zoom platform more and more, with hopes of plein air events, workshops and get-togethers when it is safe.

Burlington - February plans to do two zoom sessions (one week apart for 1.5 hours each) with California artist, Suhita Shirodkar.

Central - Michael Ridge got things going by hosting their first Zoom meeting which seemed to help people connect and get energized. Gary Eckhart has given the hub access to his presentation with photos and commentary about his process. They are also planning to have a show in the autumn.

Westside - Lynn Pratt has plans to do a free zoom workshop for all hubs who are interested as soon as she is able. Also working on other events to happen in the summer or fall.

Connecticut River - Kate Reeves and John Dimick are together exploring zoom ideas and plan on a zoom meeting before March. They are also having a show at Dartmouth Hitchcock Medical Center this summer 2020 and a day workshop for Hub members in the fall. Date TBD

Ideas for the Board

One hub leader particularly mentioned the need to understand the possibility of hiring VWS members to do workshops etc. I know we are working on this issue, but could we call on participants in programs to “donate” instead of “pay”? Semantics may help. Perhaps giving a really nice gift (like a whole lot of watercolor paper) might work?

Also suggested: At yearly meetings have name tags with Hub membership listed. Perhaps a time to all meet together.

Discussion: After much research and further discussion, it was decided that the hubs can pay our members his/her going rate to give a workshop for a hub membership. If the fee is more than \$600, our bookkeeper will have to issue a 1099 Form. Martin will look into this. Donna and Martin will be meeting with the bookkeeper on Tuesday, January 19th, 2021.

Lauren Wooden - Director of Membership

Total Membership: 241

Membership Information from 10-24-2020 to 1-11-2021

Renewals: 66

Members who haven't yet paid 2021 dues: 95

Members who owe at least 2 years of dues: 80

New members: 1

Signature Members Past Due: 57

Hub Membership

Burlington/St. Albans Hub: 64

Central/NEK Hub: 34

Connecticut River Hub: 77

Westside Hub: 38

Out of Hub Region: 28

Online Payments: Overall we have had success with the payments. We have had about 10-15 members who experienced issues with either their password or their credit card not being accepted. Asking for a password reset worked. Not sure what the credit card glitch was.

We are working with the website (Membership Works) the Payment center (Stripe) and our webmaster (Natasha) to ensure that everything runs smoothly.

Procedure for Getting Signature status information on Membership Database

- 1) For every VWS Show, once the full list of submissions is closed – before it goes to be juried, the Director of Exhibitions sends a list of applicants to Membership Director to confirm they are all current members in good standing.
- 2) The Membership Director sends back the list either fully confirmed or notifies the Show Director which paintings are from people who are not members in good standing and the list is adjusted accordingly.
- 3) Once the selections have been made by the jurist, the Director of Exhibitions sends the Membership Director the list of accepted artists and the title of their paintings for that particular show.
- 4) The Membership Director will then enter the paintings for any members working toward signature status and notify the board of any members who have achieved Signature Status as a result of receiving their 3rd painting in a five-year period. The data entered are the three paintings that the artist was accepted for as a Signature member. Additional paintings are not included in the database. Lists of accepted paintings for shows would be kept separately by the director of shows?

Discussion: Online Payments - Stripe doesn't keep credit card information. Lauren is working with Natasha on trying to decipher if there are any further problems with it. Overall it's been fine. January 1 is the beginning of the Membership year. However, if someone joins on a different date, their membership will continue through that year and the following year. In order to keep Signature Status, dues must be paid annually.

Janet Dowling - Program Director

I've begun reaching out to potential artists to demo (virtually) at the Spring meeting. Looking towards a Saturday or Sunday afternoon in early June. (The entire meeting will be virtual.) I've been in touch with the sales office at the Middlebury Inn to introduce myself and inquire about availability in October. Joey Bibeau has been so helpful in transitioning me to this new position.

Donna Carey - Treasurer's Report

There's been some communication issues, due to Covid-19

5:28– 5: 58 - VWS Procedures

- An overview of our many databases and platforms (SquareSpace, MembershipWorks, MailChimp, Stripe, EntryThingy, Google Drive)
 - Who should have access - Martin, Angie, Petey,
 - Mary, the bookkeeper, as well as Donna, the treasurer will have access to Stripe
- Member payment reminders - Director of Membership - Lauren will do the reminders
- PO Box - Adrienne will check the Post Office monthly and take pictures of checks and send them to Lauren. Then they are sent to Mary, the bookkeeper.
- Board member contact info on website? Most of us have agreed to put our Phone numbers on the Website, except for Lauren and Janet.

5:58 - 6:00 - Set next meeting & open discussion

(VWS tent & displays at Art shows to be discussed next meeting.)

Next meeting - April 25, 2021 at 4 on Zoom

6:03 - Martin made a motion to adjourn the meeting. Adrienne seconded the motion. The motion passed unanimously.

Respectfully Submitted,

Adrienne Fisher, Secretary