

VERMONT WATERCOLOR SOCIETY - STRATEGIC PLANNING SESSION
SATURDAY, DECEMBER 2, 2017 – GIFFORD MEDICAL CENTER

Participants: Tony Conner, Victoria Jefferies, Adrienne Fisher, Michelle LeBoeuf, Chris Summner and Loretta Weitzel

Tony opened the meeting. Tony summarized his meeting with an attorney regarding the general and liability issues facing VWS. VWS has director and officer insurance and has written a hub/youth guideline policy. VWS may want to write an alcohol policy.

The board outlined the following measurable Five Year, Long Term Goals and Objectives; Three Year Middle Term Planning Goals and One Year, Short Term Objectives that it believes are possible to achieve.

FIVE YEAR GOALS:

1. Define a Mission Statement that matches VWS goals and serves membership.
2. Increase Member Involvement – a. 25% increase in attendance at annual and spring meetings; b. increase number of submissions to shows (including open shows, hub shows and juried shows); fill hub/board positions in advance of fall annual meeting.
3. Investigate being able to pay members to give classes – Write a written feasibility report.
4. Increase Public Visibility – a. Have 500 non-VWS members on mailing list; b. hold a collaborative exhibit; c. hold an on line show.
5. Establish a Permanent Fund Committee (endowment/legacy).
6. Reassess Organizational Structure with evolving membership requirements.

THREE YEAR GOALS:

1. Active Planned Giving Committee that meets and submits a written report.
2. Organizational Structure Designed and positions fully staffed.
3. All Hubs Active in Providing Member Education – List of activities; hubs meet at least two times each year.

4. By-Laws Restructure Complete including Member Categories and Organizational Structure.
5. Noticeable Increase in Visibility and Stature of VWS with mailing list of 250 external non-members; guest book; increase public relations with press coverage of VWS events - articles, television and cable; community list serves.

ONE YEAR GOALS:

1. Public Relations Committee - Director or Co-Director Assigned. Gather Data re hub shows and record how many participate in hub activities.
2. Review Membership Categories.
3. Review Organization Structure.
4. Review Benefits of Membership – Two Shows; Hub Opportunities; Education.
5. Fill All Board Positions for 2018/2019.
6. New Website Restructure Complete.