

# Quarterly Board Meeting Minutes

## April 25, 2021 – 4:00 pm to 6:00 pm Via Zoom

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

### **AGENDA**

4:00 – 4:05 - Approve Minutes from February 28, 2021 meeting  
Angie made a motion to accept the minutes. Jeanette seconded the motion. The motion passed unanimously.

4:05 – 5:30 - Directors' Reports

### **TREASURER'S REPORT - ANNE LALONDE**

The balance sheet and the statement of budget vs. actual expenditures for January 1 to March 31 are attached. Note in the Budget v. Actuals statement, the budget column has the amount budgeted for a quarter of the year.

#### **Financial Status:**

The overall financial status is good. The balance sheet shows assets of \$31,582. We collected \$4305 in dues since October 2020, most of which is for 2021. Our yearly budget for dues is \$7400. The President can start sending dues reminders but we may also want to lower the expected amount for dues in the next budget. We collected \$1000 in show entries and our budget for the year is \$3000.

The hubs are spending more on workshops. The expenditure of \$1000 in the financial statement does not include \$1500 spent this month on another workshop.

There is no revenue for the Spring Event because we are not charging a fee to attend, but there are some expenses because we are paying for a consultant. For non-hub workshops, there are no workshop expenses and also no income because workshops are on hold.

#### **Hub Expense Formula Updated:**

The Board met on February 28, 2021 and reassessed the hub expense formula. The motion approved at that meeting stated that next year's hub budgets will be equal to the hub formula (\$300 plus \$15 per member counted as of July 30) plus 50% of the amount left unspent in that year by that hub, with a cap of two times the hub formula. The other 50% is transferred to the education fund.

#### **Reimbursement Procedures Status:**

With help from the bookkeeper, we put together a new Jotform form for submitting reimbursement requests and payment requests for vendors. All submissions go to the VWS email and hub expense submissions also go to the hub director. As of now, Martin is arranging for payment (either by check or electronic funds transfer, as requested by the payee) and notifying the bookkeeper. For hub expenses, the hub director is approving the expense and then Martin will arrange for payment.

**Discussion:** After a brief discussion, it was decided to continue to record dues in the year in which they are paid.

## **HUB DIRECTOR'S REPORT - ANNE (ANGIE) PARLIN**

Thanks to Michael Ridge, Central's Hub Leader, a 3-day workshop (via Zoom) with Vladislav Yeliseyev was held at the beginning of April. Michael invited all the hubs to join in. Fifteen VWS members participated.

An email was sent out suggesting that hub leaders have a zoom meeting to explore ideas and possible opportunities as we all deal with the Covid pandemic to some degree. There was only one positive reply.

Covid is still affecting the community, and with time, especially as the weather warms, things may become clearer and enthusiasm greater as we can again get together safely. I do think it would be a good idea for the website to have whatever the current VWS Covid Policy written at the top.

There is confusion (by many Americans in general) about what they should and shouldn't be doing. Can we clarify this for our members?

**Discussion:** The recommendation is to follow the state mandates, which are changing all the time and it would be too difficult for the organization to track. The Hub director will pass on the following guidance to Hub leaders. In communications with hub members, add a line asking hub members to remember to pay their VWS dues if they haven't already done so. And when VWS is sponsoring an event (paying for it or covering part of the cost), hub leaders should make sure that participating hub members have paid their dues in order to be included in the event.

## **MEMBERSHIP DIRECTOR'S REPORT - LAUREN WOODEN**

The crazy Covid year has impacted all aspects of our world, and membership payments is one of them. I imagine we are still waiting for a fully vaccinated populace before thinking about these additional associations.

As folks get more used to our new website, we are seeing a lot more people use it for payment rather than sending a check. This is a much cleaner way to pay and the process seems to be easier for folks now.

I have worked with Natasha on and off to clean up some issues with the database in terms of signature status concerns etc. I think we have it all set.

### **HUBS:**

|                           |            |
|---------------------------|------------|
| Burlington/St. Albans hub | 64 members |
| Central/NEK hub           | 34 members |
| Connecticut River hub     | 77 members |
| Westside hub              | 39 members |

Note: We do have members who are not in any hubs based on their geographic location.

**Total VWS Members: 246**

Total **NEW** members since Jan 1, 2021: 7\*

**\*6 of those new members joined on the website!**

## DUES

Total Renewals collected from 1/1/2021 to present: 52 x \$35 = \$1,820 Total Renewals collected from 10/1/2020 to Jan 1, 2021 58 x \$35 = \$2,030

12 x 35 is \$420 additional this week in dues :)

In addition, one person asked for my address to send a check

two people said their sign in didn't work and should they reset their password. I will tell them to do that. Not sure why that happened, but additional monies will be coming!

One person said she does not want to continue membership. She now lives too far away.

## OVERDUE DUES:

There are 13 members who have not paid since 2018. I would like permission to remove them from the member list.

In addition, there are 44 members who last paid their dues for 2019.

There are 60 members who haven't paid yet but are only a couple months late – Paid through 2020.

I have (again) today written to all the past due accounts and will see what develops. I already got a positive response from one.

Discussion: If members have not paid their dues for several years, they will they receive a letter reminding them to pay or they may lose the VWS benefits, such as, the newsletter, participation in VWS sponsored shows, activities sponsored by any of our Hubs, etc. In addition, Signature Members will be notified that they will no longer hold that status, unless they pay pay their current and past years' dues.

## CO-DIRECTORS' OF EXHIBITS REPORT - JEAN CANNON AND JEANETTE FOURNIER

**Fall Awards Show:** Our fall awards show will be held at the Gallery at Mad River Valley Arts in Waitsfield October 21-December 17. It is called "Fluid Expressions". This is the former Festival Gallery. Valley Arts has undergone re-branding and is now Mad River Valley Arts. Gary Eckhart, the director of MRVA (and also a member of VWS), likes to name our shows, which I think is a good idea because it makes them more marketable. That does not mean that there is a theme!

The show will be up during Fall Open Studio Weekend, if that will take place this year. There is an opening scheduled for Oct. 24<sup>th</sup> - COVID dependent, of course. A juror of acceptance and a juror of awards have been confirmed. The deadline for submissions will be sometime in early August. The prospectus is under construction and will be up on the website sometime in the next couple of weeks – probably not in time for the May newsletter. I would like to include a total award amount in the prospectus because I think that would attract more submissions. Confirming amounts for awards takes some time.

My goals when taking on the Exhibits Director position were to increase submissions to our shows, and to increase the number of visitors to our shows. I continue to work toward those goals.

F.Y.I. : Juror of selection: Keiko Tanabe <https://www.ktanabefineart.com/>

Juror of awards: Carolyn Latanision <https://www.carolynlatanision.com/>

**Spring Show- New Beginnings:** The Spring show opened on April 15<sup>th</sup> at the Gallery at River Arts in Morrisville. There were 66 entries submitted with 35 works juried into the show.

River Arts will be hosting an artist reception event, (*Yes, an actual live and in person event!*) on Thursday, June 10 , 5:30pm to 7:00pm. They will have a tent set up outside for food and beverages with attendees entering the building as they wish to view the exhibit. Masks will be required. Additionally, a second event is planned during a town wide celebration on July 9 .

The gallery will host an open doors event throughout the afternoon with a big banner announcing the show. I will write up an announcement for the next newsletter to encourage members to attend either and help promote it. I will also post reminders about these events on Facebook.

An online gallery of the spring show can be viewed on the VWS website under the News and Events tab/Spring Show. The online gallery features the artwork, each artist's name, title of work and price. This is a feature of EntryThingy for which we pay a monthly fee in "tokens" while the gallery is on the website. Having an online gallery of our shows will give members an additional source for promoting their work and the VWS. Vickie has updated the slide show of the spring show artwork on the home page to replace the images from the previous show.

I've noticed a few recent new members of the VWS are not local to the VT or NH areas and may be the result of having our shows listed on EntryThingy. This could prove to be another resource for expanding our membership.

Discussion: We discussed the possibility of charging an entrance fee of \$15, (down from \$25) for our Spring show, and \$25 for our Awards show to encourage more entrants.

Discussion: There was a request by email from a VWS member for clarification on the exhibit Guidelines (from 10/22/20 email) concerning 'Water soluble medium' and how it must be water soluble when dry. Martin set up a Sub-committee to research how other Watercolor organizations define the medium. The sub-committee member, Angie, Jean and Jeanette will research this and present their findings at the next Board meeting, in August. The Board will make a decision. The Prospectus will go out for the Fall show in June, following VWS's current guidelines.

#### **CO-COMMUNICATIONS DIRECTOR - PETEY BECKER**

- 1) Mailchimp is now set up to facilitate access to other board members.
- 2) It is still on my agenda to create a "how to" sheet to aid access and use.
- 3) We've sent out February newsletter and 2 show reminders, an April newsletter, and shortly will send a May newsletter.
- 4) Need to address concerns about summer notification/newsletter schedule; Prospectus will go out in June. Petey will try to send a July newsletter and possibly one in September.

Discussion: Since we still haven't found a person to put out the Newsletter on the months that Petey is unavailable, Martin will work on the Newsletter Schedule, possibly bringing Judith back to help us during the summer months. He will send also send the link for our May meeting to all those who register.

## **PROGRAM DIRECTOR'S REPORT - JANET DOWLING**

### **SPRING EVENT LOGISTICS**

The virtual Spring meeting is scheduled for Sunday, May 23rd.

At 1pm Susan Schear will give a one hour presentation on how to monetize your art and transition from hobby to livelihood. There will be a short break and then at 2:30, Rick Surowicz will present a two hour painting demo.

I hope that we can discuss the logistics of the Spring meeting at our Board meeting on Sunday. Since this is my first Zoom "event" with VWS, I am hoping to gain some clarity about my role and responsibilities during the event itself.

At our last Board meeting the consensus seemed to be that our Fall meeting would be virtual as well. With restrictions beginning to ease, I am curious if this is still the Board's opinion.

**Discussion:** After consideration of the uncertainty of reserving a venue, the demographics of our membership, and the technical challenges, the Board confirmed that the Fall meeting will be Virtual. We also discussed having the event in a 'hybrid' mode, however, the logistics seemed to be too challenging.

Janet will explore a VWS sponsored workshop in 2022, coordinating with an artist and the Landgrove Inn. Janet will explore other venues as well.

5:30 – 5:45 - VWS Website

- Member Galleries - Martin and Natasha have been working on the Member Galleries to make them easier to set up as well as have a more consistent look
- Search Engine Optimization - Martin and Natasha are exploring ways to manage the way a search engine enables VWS to appear on top of other options when a 'general' search for 'watercolor art shows'.

5:45 – 5:50 - Miscellany

- VWS tent & displays at Art shows - Tabled to be discussed in the fall meeting.
- VWS award for Green Mountain Watercolor - The board agreed that VWS will sponsor a \$200 award for the Green Mountain Watercolor show in Waitsfield this summer.

5:50 – 6:00 - **Next meeting. - August 1, at 4**

#### **Open Discussion:**

1. The Board will be recruiting members to replace/or fill the following positions on the Board for January, 2022: Director for Hubs, Membership, Communication, Vice President, and for exhibitions. Each Board member will contact two members. A selling point will be we will continue to meet on Zoom, only four times each year.
2. We will be developing a Members' Survey concerning activities for the future.
3. Jan Olmstead generously donated her artist Library to VWS and we will decide how best to use them.

6:00 - Petey made a motion to adjourn and Jean seconded it.

Respectfully Submitted,  
Adrienne Fisher, Secretary