

VWS Quarterly Board Meeting - Minutes

April 14, 2024 – 11:00 am to 12:40 pm, Via Zoom

Board members present

Martin LaLonde, Abigail Bartell, Petey Becker, Shannon Cronin, Gary Eckhart, Anne LaLonde, Michelle Maher, Anni Stafford

Minutes

The Board approved the minutes from the January 14, 2024 meeting, with edits. The Fall show will be at Artistree Community Arts Center in South Pomfret.

Treasurer Report (Anne LaLonde)

Budget: VWS has around \$20,000 in the bank and in our Paypal account. Our income this past quarter was \$3765, mostly from membership dues and we also made \$915 from the juried show. Our expenses were \$3490, from insurance, bookkeeping, the juried show, and the sprint event. The Burlington/St. Albans hub was active, it held a workshop in January. We received a \$500 donation from someone who attended the Spring Show in South Burlington.

New award fund: Lisa Forster Beach's daughter Susan approached us to create an award fund in Lisa's memory. We have received \$450 so far and are keeping the money in a separate bank account. We discussed placing the money in an account that makes more interest - there isn't enough money in the account now to make that feasible and having an endowment-type fund may be beyond our volunteer organization's abilities. Perhaps the Board could decide that VWS will continue to fund this award. → **We should be in touch with Susan** in advance of the next awards show regarding the Lisa Forster Beach award.

Exhibits Report (Gary Eckhart, Anni Stafford)

Spring show: The spring show at South Burlington City Hall is the most popular show the gallery has ever had. They may even want to host a show every year.

Awards show: The prospectus will be ready for the awards show at mid-May or end of May. The space is huge and will fit easily 30-40 paintings. There is a small rental fee (around \$250) that will go toward advertising. The venue will put on an opening reception. → **Martin** can add an announcement about the awards show to the spring meeting later this month.

2025 Spring show: It's possible that the VWS spring show can be held in part of the gallery with the Green Mountain Watercolor Exhibition, in Mad River Valley. It gets around 3000 people and would be great exposure for VWS. VWS paintings would not be part of the same entry process with the GMW show but would be in the same venue. Our part of the venue could hold 30-32 paintings.

2025 Fall show: This show is planned for the Supreme Court building in Montpelier. We should start setting this up. → **Martin** will contact David Schutz to get on their schedule.

Show for non-signature members: We discussed a suggestion from a VWS member that we have a show available only for non-signature members to enter. Martin asked whether we would get enough submissions. Petey said that people do get discouraged by not being chosen, and maybe we could have a different theme that encourages nontraditional painting. Gary noted that national organizations have online shows (which sell more than in-person shows) and Abigail mentioned an app at artsteps.com that creates online galleries. If it were a juried show, it could count toward signature status. → **We could add this as a discussion item** at the Spring or Fall meeting, see if members have ideas.

Programs Report (Abigail Bartell)

Spring meeting: 53 people are signed up as of today. Martin, Abigail, and the artist should meet ahead of time at some point to practice on Zoom in advance of the meeting. Need to note the time difference between artist and VT. Also, → **Michelle** will confirm that those who have signed up are current on their dues and will email them if they are not.

Fall meeting: Middlebury Inn isn't available, Norwich Inn (Petey says not big enough) and Common Ground Center haven't gotten back to us. We could try Lake Morey again or Highland Lodge (which is kind of out of the way for many members). Gary suggested the Quechee Inn. Martin suggested South Burlington venues or the Capital Plaza in Montpelier. Possible dates October 12, 19, 26, 27 - October 6 is open studio weekend.

Demonstration: Martin suggested we try to overlap with a workshop artist at the Landgrove Inn, maybe they will stay a day later to give us a demo. Lynn Cummings will do a demo if we'd like her to.

Demo on photographing artwork: Gary mentioned that it is difficult getting less experienced artists to submit their paintings in the proper format. We discussed whether we could include a workshop at the Fall in-person meeting (or maybe another time) on how to photograph one's work with smartphones or additional equipment. This might include a photo of one piece of artwork from each attendee. Abby mentioned Craig Harrison in Vermont who photographs artwork. → **Shannon** will add links to one or two YouTube videos on the VWS Call to Artists page about how to photograph your artwork with your smartphone

Annual workshop: Every place is full, need to start planning for this a full year ahead. Abigail talked to Andrea England and Andy Evanston as possibilities for next year. Maybe Highland Lodge or Smiley Manse.

Membership Report (Michelle Maher)

Membership total is 283, down 5 from last meeting. There were 45 renewals and 11 new members since January. 134 accounts are past due.

Communications Report (Petey Becker)

Petey wrote up in her report a detailed explanation of how to send information to her for use in the newsletter. We discussed whether to remove people deleted from the membership list for nonpayment from the Mailchimp list. Keeping them there may get them to join again.

Hub Report

No Hub Director, so we did not have a Hub Report

We did discuss a teacher Anni studied with, Keiko Tanabe, who will be at the Landgrove in August. Anni spoke with Burlington Hub Leader Phyllis to see if Keiko will be able to do a workshop with that hub. May be able to have members from other hubs come as well.

Discussion of Board Recruitment

Martin, Anne, Gary, and Petey will be leaving the Board. Hopefully the others will re-up in their positions. We need to fill the following positions: President, Treasurer, Exhibit Co-Director, Communications Co-Director, and Hub Director. Martin, Abigail, and Gary will form a Recruitment Subcommittee. Gary has some suggestions as to who can replace him. Names mentioned: Jean Cannon, Lynn Pratt, Annelien Beukenkamp, Joey Bibeau, Nancy Kitteridge.

People who are leaving the board should write out a description of their responsibilities for the next person.

Other business

We discussed having a calendar or list on the VWS website of VWS members giving workshops. Announcements of upcoming workshops can also go into the newsletter. → **Shannon** will try to figure out how this should work best on the website and may contact Natasha for help.

Set next meeting

The next meeting will be a budget discussion. → **Martin** will send out a Doodle Poll to find a time for a summer meeting, likely late July or August.