

VIVA Meeting minutes, 9-14-23

The meeting was attended by Marla Smith, Chris Beck, Lin Holley, Barbara Benedetti Newton, Lynn McClain, Chuck Bonsteel, Zuzana Korbelova, Gale Lurie, Tara Brenno, and by Zoom, Marc Pease, and Pamela Wickard. Support team members Sy Novak and Lindsay Hart attended by zoom.

The meeting was opened by Marla who revisited "Roberts Rules of Order, reminding us that everyone should have the opportunity to speak before the original speaker speaks again, no interruptions, and we must vote on one proposition at a time.

Chris gave the treasurer's report that we have \$15560 and all bills are paid.

Chris will be replaced as Treasurer in November by new board member, Barbara Newton. The motion was made that Chris be made a lifetime board member, Emeritus, without voting privileges. This proposition was passed by unanimous vote.

Sy gave a report on the current status of tour: there are 13 studios signed up of the 33 minimum needed to make tour viable. A two week warning, followed by a 3 day warning are pending as the close of the applications on 9/30 at 5 pm.

As those funds come in, Chris and Barbara will deposit them to be available for tour promotions, pending the budget created. Chris asked that spending waits until the budget determines what is available.

Marla also reported on the upcoming bag day when each studio gets a bag including signage and publicity needs. This brought us to the questions and concerns for the need of a public relations group. Marla, Zuzana and Lynn will form the group, and request help from board members.

The PR committee will:

- *call galleries,

- *mail cards to those galleries,

- *contact art galleries to carry cards, *determine whether Art Access and ferry screens are possibilities this year.

- *Contact "Voice a Vashon" and request interviews

- *Contact "Coffee with Kate" for a possible interview

- * work with Sy to produce a Concierge sign for the Village Green with a QR code for tour information.

The idea behind the sign is that it could help guide people to various studios from the highway. The question is whether we have the budget to do it. The budget will be determined as we know how many studios sign up for tour.

- *Zuzana will ask Tara the Barber about her knowledge and information concerning publicity.

Marla expressed an interest in ordering more postcards (from last year's 1000 postcards to 2500 cards.) She also feels there should be more posters available.

Pamela reported on her work revising the sponsorship letter to be sent out ASAP. The deadline for receiving funds from sponsors to be included on posters and brochures is October 10. The decision to revise the letter immediately and hand-deliver most of the sponsorship letters so that the deadline of the 10th could be met was agreed upon. After delivery of the letters, follow up phone calls will be made. The decision was made to offer two sponsorship levels - one at \$250, one at \$500. The ask for sponsorship commitment will be once a year for the following year's payment of high school scholarships. We will check with Kadar to see if his idea of creating VENMO for VIVA to make donations easier. New sponsors will be asked to provide logos to make Sy's job of getting these on to posters and brochures reasonable.

It was agreed that recently acquired "Artist Sunday" information -A national group trying to make art the focus on the Sunday after Thanksgiving.-would go into the newsletter as an artist opportunity.

"Tour Tips", a meeting of experienced and inexperienced tour Artists will be held at Gale Lurie's house on Thursday, September 20. We will send a mailchimp reminder.

"Thank You" for a great picnic went out to Chuck Bonsteel for heading it, Michael Darr for helping set up and Marla Smith for running it. 25 people showed up and it was well received and we all enjoyed great food.

Lin Holley reminded us that the VIVA member show will have intake afternoon on October 2 from 1:30 to 3:30 PM. Intake on the table w/ lists is Marla and Lin, with Lynn McClain and Corinne serving as runners. The hanging team will be Brian Fisher, Pamela, Terry Donnelly, Mary Liz Austin, Chuck and Lynanne Raven.

We need an announcement for intake on October 2nd and time slots alphabetically and reminder of the \$10 fee.

Zuzana and Gale will do Out Take on the 30th.

Lynn will write an invitation for member docent Hosts to serve on the weekends that the show is up at the VCA. Pamela will conduct a guided docent tour on October 19 for the Senior Center.

The meeting was adjourned at 7:05pm. These minutes are respectfully submitted by Lynn Mc