

VIVA Meeting minutes, 10-19–23

In attendance were Marla Smith, Chris Beck, Barbara Newton, Tara Brenno, Gale Lurie, Chuck Bonsteel, Zuzana Korbelaarova, Annette Messitt, Pamela Wickard, and Lynn McClain. Marc Pease joined by phone as did Sy Novak and Lindsay Hart. (The household internet was not working, so zoom was unavailable.)

Chris and Barbara delivered the financial report. We currently have a bank balance of \$12,095.10. The Winter Tour has brought in \$10,010 in studio fees. The printing (brochures, posters, postcards), and postage (for sending brochures to every household in Vashon), advertising, and design and coordinator fees put us at \$65 in the red. Outstanding bills include advertising with Vashon Events and the Beachcomber. We will have some incoming donations to possibly make up the difference.

Discussion turned to other advertising (beyond Beachcomber, Arts Access, Ferry Screens, brochure distribution on and off Island, card mailings to many regional galleries and art businesses, on island signage) that we might consider, including an article in "The Loop", information in "Happenings" in the Beachcomber.

There was talk of an informational sign in the Village Green but that plan is nixed. The Park Department does not allow signage on any park property. Rightly so, (ed. Marla).

Marla will check with Vashon Theater to assess the cost of their marquee. Annette will check with the requirements for possible advertising on the commuter foot ferry from Vashon to Seattle.

We will advertise on the Ferry screens of Bainbridge, Bremerton and Vashon Ferries. Arts Access magazine will put us on the back inner page for their November/December issue, and the bulletin board on Vashon Highway has been pre-paid for and will be up for the month of December.

Debate arose concerning the value of the traditional Beachcomber ad we have placed. Questions were raised as to whether we needed to continue that because of the brochure being mailed to every household now; rebuttal was that the community needs multiple reminders, and the Beachcomber has been a good source for that and a traditional connection with our island community. Chris will check to see what size ads are available for the possible cost of less than \$700, (previous tours).

Lindsay will create an information packet for "how to" interact on Instagram and Facebook to further promote the winter tour by our studio participants.

Lindsay also intends to create one Instagram and Facebook reel per studio/gallery featuring each artist who shows at that stop. She intends to post 2 to 3 times a day in the weeks prior to tour opening. As she did last year, Lindsay will create a QR code counter sign to be placed in each studio. There will be step-by-step instructions for the studio artist/users.

Sy reported that she is halfway through the enormous tour schedule. She reports that there are many new people to this tour and many people have teamed up. There are 40 studio/gallery stops representing 100 artists creating with very diverse mediums!

Sy is actively creating digital brochures, which are small enough to be sent via email. The postcards have been printed and are available. The posters are expected any day. We have 200 this year, rather than the previous 100. She has a team ready to begin sealing the brochures so that they will be mailed the last week in November.

The next order of business was to discuss hiring a tour coordinator for next year. Sy has asked to be relieved of these duties and is prepared to train a new coordinator. The position will offer a two-year

contract and will take over the job of preparing all the materials relating to Tours, (Sy will retain her design position), both digital and physical, artist sign up and information, mailings, and coordinate with the board for general dissemination of materials.

We have a candidate for this position. Her comfort with excel, her attention to detail and arts involvement make her an ideal candidate. If accepted, she will begin training with Sy during this Winter Tour to be prepared for the spring tour of 2024.

We voted yes, if a 2 year contract is accepted. Chris will draw up the contract.

Pamela discussed the sponsorship program that she spearheaded this month. She only had 2 weeks to meet financial deadlines, and sponsorship was limited. Pamela intends to meet with the sponsorship committee in November to prepare for 2024. Her intention is to create a protocol of how potential sponsors are met (e-mail, face to face, information sent, follow up, email, follow up, face-to-face), and streamlining and simplifying the Sponsorship process. We are grateful for Pamela's work in securing five sponsorships.

Annette's report on the membership show was that it looks terrific and has been very well received. Lynanne Politte, gallery director of VCA, was very happy with the way the show looks and was hung, but is concerned that there should be more interaction with social media from the artists who are being shown. Next year the intention is to be more clear with VCA on how the 2 organizations will collaborate for advertising on social media.

VIVA membership stepped up to provide two shifts of docents for the weekend dates. Thank you to all volunteers for that project and for Lynn McClain for its inception and continuation for the second year. The show fees, (\$10 fee new this year with 95% participation), raised \$800 which will augment our operational costs. Our operational costs, as VIVA, not the Tours, come from our \$20 annual membership dues.

And the last order of business was brochure and card distribution. Marla and a small team are working to secure galleries and businesses in the surrounding hundred or so miles where we can send cards to advertise the Holiday Tour. We call them first to be sure that it is OK. A 3 page list has been compiled, and the team is getting ready to mail cards in the next few weeks. Zuzana and Chuck are also working to secure a list of businesses in surrounding towns and islands that would be open to distributing PR materials. These materials will be hand-delivered by a team assembled for that purpose. Tara is the board member heading up on-island distribution of brochures/posters.

Respectfully submitted by Lynn McClain .