

## VIVA Meeting Minutes 12-14-23

In attendance were Lin Holley, Marla Smith, Michael Darr, Barbara Newton, Chuck Bonsteel, Kedar Mankad, Corinne Lightweaver and Annette Messitt. Joining by zoom were Lynn McClain, Marc Pease, and support team Lindsay Hart and Sy Novak. THANK YOU, LIN, FOR HOSTING THE MEEING.

### Holiday Tour – Sy

- Initial reports and feedback from 11 tour stop leaders are that the tour was very successful. Anecdotally, there seemed to be a lot of new island residents.
- Several responders requested that the board let members see how funds are spent on the tour.
  - DECISION: Send an annual report at the end of the year, including a “cause and effect” summary of the impact of tour promotions and a request for donations.
  - ACTIONS: Barbara will draft the financial tour report for Marla’s review. Sy will distribute the report to Studio Leads
- Ilse got 19 signs back. Most needed renovation, ie disassembly and/or cleaning. Participants need suggestions/instructions on how to attach their stop #. The current option is problematic.
  - DECISION: Include binder clips with the signs. Have one set up as an example on display at the pickup spot.
- Lindsay reported that some participants used social media to promote the tour, and some people commented on the posts. Shall we thank those who did it really well?
- Lynn McClain reported feedback that 40 was too many studios, also complaints of uneven attendance and sales.
- It was also suggested to provide more information with the brochures, possibly grouped by media types. Lindsey said she could create a legend.
  - DECISION: Board members discussed and tabled the topic for a future agenda.

### Announcement

Lindsay Hart will be our new Tour Coordinator! She and Sy will work on the Spring Tour, 2024, together. That will serve as her job training although as our current Webmaster and social media person for our organization and tours, she comes to this job with much experience.

### Treasurer Report

Barbara gave the monthly and year to date financial report, as well as the Tour Report for the Holiday Tour. Lindsay will invoice VIVA for her services and the completed Tour Financial Report will be sent to Studio Leads with an end-of-the-tour email.

### Sponsorships

- Need to send an official thank you to those with our EIN number.
- Need a Sponsorship Committee to run the sponsorship program.
  - DECISION: Discuss at January meeting.

### VIVA show at VCA in May 2024

- Discussion of task separation between VCA/VIVA for October 2023 show; VCA expectations for VIVA not clearly explained for this past show. October was actually not a good time, since it followed immediately after the VCA auction.
- DECISION: Ask Lynann for a media package, including a prep package for participants.
- ACTION: Annette will draft a description of what we’re asking VCA to do and send it to the Board to review.

#### King County “Doors Open” levy

- Discussion as potential funding source and how the funds would be used. Possible uses were for advertising and visitor transportation (to/from/around island).
  - ACTION: Michael will research the KC website for more information.
- Question raised about how much we have received from KC “For Culture” program
  - ACTION: Marc will email Chris requesting this information.
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#### Student scholarships (\$1000 each)

- Chris Beck has led this program from its inception.
- We need a lead person, possibly, to lead it for 2024
- DECISION: Marla will contact the scholarship foundation as it all begins in January

#### Lin Holley retiring from the Board

- Lin has led the VIVA Members Show with Annette. – THANK YOU, LIN!
- Lindsay has streamlined the process with Drop Box linked with new email address.
- We need a person to work with Annette to coordinate the show.

#### Spring Tour – Sy & Lindsay will run the Spring Tour

The meeting was adjourned. Celebratory toasts were offered in gratitude for Lin Holley’s dedication and service.

Respectfully submitted by Michael Darr