

Vashon Island Visual Artists (VIVA) Board Meeting Minutes

September 22, 2020 Zoom Meeting

Meeting called to order: 4:00 pm

Attendees: Board Members Brian Fisher, Chris Beck, Jean Echevarria, Marla Smith, Annette Messitt, Kristen Reitz-Green, Studio Tour Coordinator Sy Novak, Website Administrator Lindsay Hart.

DISCUSSION ITEM ONE: Treasurer's Report

- Current expenses are Mail Chimp and Association Coordinator. We have \$14,000+ in the VIVA account.
- We have received thank you letters from our high school scholarship recipients. We would like these to be in the next newsletter. We'd like to get photos, too. Lyndsay said she could make a webpage for this. Chris has invited the recipients to be honorary members of VIVA this year, as we also did last year.

ITEM TWO: VIVA Membership Show

- We are expecting work from 102 artists. We need volunteers to help Monday-Wednesday next week for intake and installation at the VCA. Marla offered to help Kristen and Jean on Monday for intake from 2-5:30. Kristen has 6 volunteers for Tuesday installation. Kristen and Jean will be there on Wednesday. (Brian has also volunteered to help on Wednesday).
- One artist who applied seems to be a young adult. It was suggested that we might consider a student VIVA group in the future. Those members could be assigned artist mentors from the VIVA membership. We could ask artist age on the application to identify young artists for the next show.
- One artist has recently moved from Vashon but has been a VIVA member since the beginning. Inclusion was approved. Another artist is leaving the island prior to the end of the show. We agreed to hang the work in a less obvious location so that removing it early will not cause a problem with layout. In the future, it was agreed that all work should stay until the end of show.
- It may be possible for the next VIVA show to be held at the VCA during the Summer Arts Festival in summer 2021.
- Kristen asked whether Lindsay could create a place on the website for documents. Lindsay said that she could. Kristen shared art images with Lindsay, and these will also be used in the newsletter. Kristen reminded us to tag the VCA in all our publications regarding the VIVA show. We will send out an invitation by Mail Chimp.

ITEM THREE: VIVA Contacts by Discipline

- It was suggested that we put together a list of volunteer contacts by discipline for questions that come up about techniques or specific art skills. We might also be able to share some of the information generated through the newsletter or website. Brian will write a request for interested artists for the next newsletter.

ITEM FOUR: Ace Hardware and Online Calendars

- Marla informed us that Ace Hardware is now carrying some art supplies and would like to carry more when requested. Marla will put this in the newsletter.
- Marla began a discussion regarding online calendars and the difficulties with listing an ongoing activity like our Art by Appointment in the rigid formats. The discussion was cut short by the end of the Zoom session. However, she finished her input by Email as follows:

“So, back to the topic of looking for "events" calendars to post our Art by Appt project...maybe the Tacoma News Tribune would take it in events online, Tacoma Herald is a Sound Publishing paper in the Beachcomber group and I don't think that there is an events posting, and the other place where Karen looked that might work is "greater Seattle on the cheap" online thing. But from doing this before, all application involves online forms and this won't fit. West Seattle blog said that he would take a look at our project to post. To tell the truth, I can't remember their online listings. We advertised with them last Tour, \$200 for 10 days, a little box. Their blog is a real 'scrolly' affair, narrow and goes on and on so I don't know where events are, even. I think that getting our Art by Appt brochures into Airbnb's on the island is the best idea, since there are repeat customers and it may pique their interest for next time or something. But there is no way that I found to do that other than contact each one through the Airbnb website, (?). Perhaps the Chamber can assist like they said they did last tour, with the bnb's that list w/ the Chamber. Not too many, as I remember, from the sum total. I don't think it's worth the 'down the rabbit hole' effort, and I don't think that it will make any difference. I think that when, VIVA, as tour promoter, gets going again, then we advertise like we did before and we get going. Artists will need to promote themselves, like they always do. I think that our Art by Appt was a great idea and although brochures are not flying out of Burton, who knows? Thanks for reading.”

The meeting was ended by Zoom at 4:40 pm and resumed on September 23 at 4 pm.

Attendees: Brian Fisher, Chris Beck, Jean Echevarria, Kristen Reitz-Green, Sy Novak, Lindsay Hart.

ITEM FOUR (continued):

- Brian made sure we'd all read Marla's comments. He said he is looking into other ways of spreading the word on Art by Appointment since the calendar method is awkward.

ITEM FIVE: Conversations with Allison Reed

- Sy recently spoke to Allison about a videotaped message she'd sent out from the VCA which mentioned the relationship between VIVA and the VCA in a way that could be perceived incorrectly. Sy was clear that she was speaking from her own point of view, not as a representative of VIVA. After clarification, Allison asked how to correct the problem. Sy suggested that she tout Art by Appointment at the next opportunity. Allison emailed Sy that she appreciated her comment. Brian followed up with Allison about how to best discuss VIVA/VCA with the public. She and her team will be careful to use language that our groups are mutually cooperative during the art auction and the future. She is also including wording submitted by Brian that had been reviewed by Chris. Kristen reminded the board that the current VCA staff is a new group that is unrelated to some of our problematic recent history. Therefore, we are now in a position of resetting and restarting this relationship.

ITEM SIX: Island to Island Show

- Chris has been talking with Verna Everett regarding an Island to Island show with Whidbey Island. Chris looked at their space and remodeled theater. Whidbey is on COVID Phase 3, unlike Vashon at phase 2.5. Chris has also sent information about the idea to Allison Reed and Lynann Politte at the VCA. She thinks we might project a time during 2022 for the show.
- Chris suggested that the Island to Island Show be modeled after the Catch Us If You Can show that was at O Space. Brian mentioned that the format could be repeated on other islands such as Bainbridge.

ITEM SEVEN: Need for new Board Members

- Brian asked Sy to send the board a list of current members in order to consider who might be willing to join us. Brian said that Lin Holley might be willing to rejoin the board after she finishes her work on the November election.

ITEM EIGHT: Newsletter and Miscellaneous

- Brian thanked everyone who contributes to the newsletter. He asked for information and photos regarding the VIVA Membership Show.
- Kristen mentioned that Terry Donnelly might come to videotape artist interviews. She also informed us that we have to be very careful about how we describe any information regarding the show since VCA is not allowed to host “events” due to COVID restrictions.
- Chris asked whether we should pay for Zoom officially to let us schedule board meetings more easily. It is \$14.99 per month, and we can invite a good number of participants this way. The board agreed to this.
- Brian will discuss a new item related to Rotary Club at our next meeting.

Meeting adjourned at 4:39 pm. Minutes recorded by Jean Echevarria