

VIVA BOARD MEETING MINUTES

DECEMBER 29, 2020 5:30-6:45 via ZOOM

Members present: Chris Beck, Lin Holley, Marc Pease, Lynn McClain, Brian Fisher, Marla Smith, Annette Messitt, and new member, Michelle Lassaline.

Sy Novak, (tour coordinator) and Lindsay Hart, (website admin), not present

Jean Echevarria, Ilse Reimnitz and Kristen Reitz-Green have retired from the board. They will stay involved with organizing shows and storing tour signs. We give them thanks for curating shows, seasonal brochure activity and keeping our meeting minutes.

Meetings will resume on the second Tuesday of the month in January 2021, @ 5:30, via ZOOM.

***Note to Sy, please include the year's date on our membership forms. It is confusing for folks, since some join at the end of the calendar year for tour or shows and yearly membership is due at the end of January of the calendar year. We need to search minutes to confirm that the end of January is the decided date and not into February as was remembered by some.

***I did search November minutes and this is what I found.

"We will notify members that new annual dues are to be paid in January. At the end of February we will purge the non-paying members from the list of current members. Sy suggested we send info about annual dues to non-members too."

Board members need to re-up our memberships! Chris jangled the jar in front of our eyes...not many in there yet.

Lin Holley will take-over the brochure-distribution position for in-person tours, (maybe to be Holiday Tour of 2021). Marla says a big thank you.

TREASURER REPORT, END OF YEAR 2020

Chris presented her report, saying that this was an unusual year, due to cancellation of tours, (covid). VIVA's income was down. VIVA's income was \$16,179 and expenses were \$15,933. Membership dues were \$2010. Donations were \$1069 and Chris worked to procure a \$7750 grant from 4Culture, (!).

Our main activity, spending and generating income for and from members, was the Art by Appointment Brochure.

Chris reminded us that donations to VIVA can be set-up from Amazon Smile and Thriftway Rewards cards.

VCA MEETING with LIN AND MARC

Lynann at VCA was very happy with the Mini Show in December. 59 out of the 89 show participants were VIVA members and the sales numbers were good. She will 'renew' the show for December of next year. There was an online presence this year and the online vs in-person sales were about 50-50.

The Arts Fest will continue next year in the summer. The length of time for each artist/artist's group has not been decided. It has been different for each yearly show so far with 2020's show being 3 weeks for each participant, either solo or group.

Lynann wants to continue the VCA-VIVA show next year as well, spring, summer or fall. Sales were strong this year for the first VIVA show at the VCA. Previously, they had been at the Hardware Store/Gather. Brian mentioned that October would be the latest month of the year that would work since the Mini show is in December and hopefully there will be a Holiday Tour, (!), in 2021.

Lynann wants to have a Pop-Up Archival Sale next year. Marla remembers that it used to be an annual affair at the Blue Heron Gallery. People offer art that they can let go of, theirs or other's, for sale. She will organize it.

Our involvement/partnership with the O Space was brought up. How can we work with them? Does their gallery of performance art work with visual art?

Marc made 6 videos of the Mini Show and interviews with artists in the show. He is pleased with the content and is working with it and we will figure out how/where we can use it for advertising/website and the community. Perhaps it can be used for the Artist-Sunday event of November 29, 2021.

***Lindsay, where on the website can the videos be placed? Youtube?

***Sy, please include Marc's interviews in the January 2021 newsletter.

ONLINE STUDIO TOUR FOR VIVA

Since we are embarking on another year of lack-of-in-person art sales, how can we create an online studio tour and sale possibilities?

Examples: <https://www.greatfallsstudios.com/2020-virtual-studio-tour-home>
<https://www.bistudiotour.com/virtual-tour>

We will look at these and discuss at the next month's meeting.

It was mentioned, from some survey, that 90% of artists have had income reduced this year because of covid and 65% of artists have had no income.

VIVA MEMBERSHIP PARTICIPATION IN ARTIST SUNDAY ON NOVEMBER 29, 2021

From Marc and Lindsay, seen in the Seattle Times of 11/22/20 in Books and Arts section. VIVA is signed-up for it and it is free and a promotion tool. We need to look at the link; it's a 'package to use'; we need to encourage our members and put it in our Newsletter; it's like 'Black Monday' for artists instead of retailers.

STUDIO ZOOM VISITS

Jean Echevarria, of Wabisabi Studios has made a zoom visit as has Brian. Can VIVA help our membership get up-to-speed in digital advertising/sales? Marc and Brian will work on "words" about this for Newsletter. VIVA has a paid zoom account and it is not known if members can be a part of that. Free Zoom includes an hour's time.

NEWSLETTER

Please send items for it to Janice Randall by January 15. If you hear of show opportunities or have work in a show or know someone who has-that's content to share.

IDEAS/QUERIES

What about a VIVA appropriate survey about buying art online for our members, ie., do they like to do it, online art-looking, (Museums), videos of art shows.

There is a current video of the Northwinds Gallery, (in Pt Townsend), online. Annette has work in the show.

What about liability, (for now and future tours, in-person buying), for covid infection and proof of vaccine, etc? Annette will do some collegial asking about it.

Have we let our members know about the donation possibility of Amazon Smile and Thriftway Points cards?

Minutes submitted by Marla Smith 12/31/20

.