

## **VIVA Board Meeting via Zoom**

January 12, 2021

Present: Sy Novak, Chris Beck, Michelle Lassaline, Lindsay Hart, Lynn McClain, Marc Pease, Lin Holley, Janice Randall, Annette Messing, Brian Fisher, Marla Smith

150 members have re-upped so far. Last year our membership was around 300 as I remember.

### **Treasurer's Report**

Bank account stands at \$16,712. All bills are paid to date. Chris filed federal taxes and will file B&O taxes at the end of the month.

### **Videos of artists from the miniature show**

Marc's videos of a few artists from the mini show are now on our official youtube site : <https://www.youtube.com/watch?v=OFqF5PBHMEM&feature=youtu.be>. Lindsay says that now and in future our website will feature accesses to our youtube channel. Board members please subscribe.

Info about Marc's videos and request for VIVA member youtube subscription will be in the next, (January), newsletter.

### **Issue with membership-counting between Wordpress, (website platform), and Paypal**

Chris has had differences of membership reporting, names/payments from our website and paypal. Lindsay has looked into it and will continue to figure it out. She thinks that the issue involves folks not waiting long enough to click the paypal button after filling out the online membership form and they think that they have paid but have not.

Lindsay will also change verbiage at that point on the page to be sure that folks actually get to the paypal site to pay the \$10 fee.

## **Scholarships**

Communication from the scholarship committee has arrived for the 2021 year. Chris will find out how the scholarship 'notebooks' will happen this year, ie., will they continue to be physical, or on a disc, etc.

Last year, we had 3 recipients of \$750 scholarships each, (\$2250.). Previously we had given 2 scholarships per year but last year, the notebooks and candidates impressed us so much so that we added another recipient.

We voted to continue this year with \$2000. for our scholarship fund. We will determine the number of scholarships when we see the notebooks, (2 or 3).

We have talked before about contacting the art teacher, Kristen Adams, about our scholarships so that the students know that they exist and can prepare, via notebook. We want to do that this year. Did we settle on our representative? Chris?

Brian has contacted 4 business/professional donors about donating to VIVA for our scholarship fund. He has an affirmative from 1 at this point.

VIVA gives our scholarship grads membership in VIVA, (for 1 year?), thereby they receive the monthly newsletter. Sy spoke with them and they really like to be a part of VIVA and keep up with the newsletter.

Marc would like to have interviews with the scholarship grads and video them.

Lindsay says that they could be on a website page.

## **Videos of artists from the miniature show**

Marc's videos of a few artists from the mini show are now on our youtube. Lindsay says that our website accesses our videos from our youtube channel and the link will be on our website.

Info about Marc's videos will be in the next, (January), newsletter.

## **Ask an Artist**

Lynn and Lindsay have been working on this idea. The idea is to have a listing of a few artists in a few categories, (printmaking, oil painting, ceramics, etc.), who are willing to answer questions about the craft of their art, ie., "how do you?", "have you ever?".

The dialog will be available on the website as a blogpost. Perhaps 'seed' questions can be used to get it up and going. We can promote this program on the website, in the newsletter, Beachcomber. 'Tips for Marketing' was a suggestion for a category. Marc and Brian developing an outline for the "Tips" project. Chris has the past-year cache of newsletters available for Lynn and Lindsay as a source for mentors w/ photos and bios. Lynn says that this is a way for artists to connect with other artists and to support island artists which is the mission of VIVA. So far, 5 artists have volunteered to be online mentors.

Gale Lurie, Brian, and Kristen Reitz-Green are possible 'starters' for the project.

### **Virtual Spring Tour**

Can we have a spring tour via internet? Looking at the Great Falls, MD and Bainbridge tours, they are like a glorified version of our Art by Appointment idea. We would develop a 'Tour' online, using our Vashon map and clicks to the tour sites to open-up each studio. The artist, (artist group), would have photos of their work, (about 5 pieces with prices), and a 2 minute video. Then the folks could contact the artist via phone or email and either buy a piece seen online or arrange a time to visit the studio. The click-on-the-tour-site can link to the artist's page on the VIVA website as well. The Tour would be a month long in May 2021.

The online tour will not have the capability of selling art. Sales and sending art to patrons is way too complicated and expensive. VIVA's mission with this project is to continue the tradition, expose our artists to new and known patrons and keep VIVA and the Vashon artists in the public eye and it is about community connection with/for artists.

Lindsay saw that one of the online tours used a commercial platform/service that would cost about \$80-100 monthly. Michelle has experience working in an arts-patron program and says that they found that the relationship between the artists and patrons was the key in selling art. They found the patrons would send photos of purchased art placed in their homes, for example.

For the artists' price of on online tour, we will not have the brochure printing costs, which is a big expense.

Questions: videos-do we audit for quality, can Marc help members in some way?

Comfort of customer, buying online vs in-person studio?

What about advertising? Off-island? Radio? Posters? Do we make a budget for advertising that will increase participation costs? How do we get the word out?

We will do a mock-up of a studio-site to give participants a template. Marc and Brian will work on that.

Sy will do a mock-up doc about the tour announcement/application for a virtual tour and send it to us.

Brian and Sy will work on the words for a tour announcement and get member feedback about how many would want to a part of this and pay the price. It will be in the January newsletter if possible.

Notes by Marla Smith