

VIVA Board Minutes 12-14-21

Present: Sy, Chris, Brian, Lindsay, Marc, Lin, Lynn, Penny, Marla, (Annette unable to attend).

Treasurer report:

How do we pay for shows/activities that we are planning without income from past and near-future art tours?

We now have \$11500 in the bank and estimated cost of annual operation is \$9000. We have received 2021 grants from 4 Culture but they are no more. The only "flexible" spending items are the amount of student scholarship and number of events that we do.

We had proposed last month: The New Show, Member Show, Spring Tour, Festival Booth, Picnic.

Chris will review past 2 years budget/expense docs and send them to us to review.

Membership:

We are down in membership this year by about 50. At this point, we have 239 members, and 320 non-members whom we send to in our all-inclusive email list.

Shall we increase annual membership since our rate is so nominal? There was discussion about different rates for levels of membership and we can work on that in the next year.

Decision was to increase membership to \$20. An all-list email will go out asap asking for re-up of membership by 12-31-21, (for 2022) for the old \$10 rate and announcing the \$20 rate for January re-up. We will say the same in the December Newsletter and tell of our events planned for 2022.

Should we have a membership-committee? We will address this after the first of the year.

The New Show:

We need to get the word out to recruit prospective new-artists soon. The show will be at the O-Space for the month of March. Ways to do this---newsletter, Beachcomber, VOV, posters all around town, info to the VHS art teacher. We are sharing the event with the O Space and they have their advertising as well. What about a sign on the corner of the highway and O-Space road? We have the huge sandwich board for the main-street corner, (used for art tours), that we could employ

Music for the New Show will be curated by Allison/Pete of Vashon Events. As it stands now there will be an opening and closing music evening as part of the new works.

We need to solicit help from our members, (new artists as well), for help for the show.

### Spring Art Tour:

Covid issues are ever changing and the decision to have or not to have the tour will be like going through the decision making process of 2021 Holiday Tour last August. This time it is the Omicron variant. Sy will work up the schedule for the spring tour and nail down the date for the final decision of yes or no. It may be early February. There are many studio pop-ups and one mini-tour this month. Artists want to sell their work. There are now art tours in the NW. May will provide a milder climate for outdoors, either selling or waiting. Proof of vax and masking is necessary at each studio.

In order for an all-island tour to be successful, there needs to be off-island advertising. Usually, our members take brochures/posters off island, (the more the better). We try to get mention in the papers, on radio, our social media, any way we can for the ad budget that we have. We have our brochures on the ferries for a nominal charge. This will bring off-island folks to the island. Do we think that is a good idea? Tourism uptown this summer was robust, so in effect they are already here. The Airbnb's are full.

At this point, we are saying yes to a spring tour. The next 2 months will determine how safe we think it is for covid exposure. Board members have fielded questions from members about the upcoming tour and they want one.

### The VIVA Show at VCA in June

The month of June again has been given to us for our member show. Lin, Marc and Annette will be the leaders. We will have the Atrium wall this year so that will negate the need for size restrictions for 2 D work. We will have the Gallery Shop. Shall we have a theme? We need to emphasize new work. Shall we be explicit?

We could include an 'auction light' within our Picnic at O-Space in August. Chris will get a definite date for that from Jiji. Granted, we will be soliciting donations from our members rather than the public at large. We could have a 'plus 1' option. There have been varying degrees of success with auctions this past year.

We could get a banquet license for beer/wine. We could do a dessert-dash.

### New Board Member

Brian met with Pamela Wickard and she agreed to coming on the board. We voted her on. Welcome to Pamela!

Marla is meeting with another possible candidate soon.

This was Brian's last board meeting of his fantastic Presidential Term.

Marla will be VIVA president and therefore no longer secretary. That job needs to be taken by another member and there were no takers at the meeting.

Misc.

Remember the Sand Piper Restaurant/golf club for events.

Chris/Marla will be meeting with Vashon Events for collaboration ideas, (their idea).

We need members to donate more of their time/energy to VIVA and VIVA events.

Think about forming committees. Soliciting help for 2022.

There is the possibility of a Strawberry Festival booth this July. That could raise some funds, provide a place for our garden-totems sales and needs a lot of person-power.

Respectfully submitted, Marla Smith