

VIVA Board Meeting minutes 4-11-23

The meeting was called to order by Marla Smith. In attendance were Lin Holly, Chris Beck, Pamela Wickard, Gale Lurie; via zoom were Mark Pease, Lynn McClain and Lindsay Hart.

Treasurer report: Most all bills are paid for Spring Tour and we break even.

Marla reported that Bag Day (supply pick-up for studios signed-up for Tour) was very well handled and efficient. She asked that we let Sy know when we get our brochures in the mail so that she can track the efficiency of Vashon postal service.

VIVA has been featured in Arts Access Magazine in the first couple of pages. It is the March/April magazine, and this is primarily in thanks to Michelle Bates and Elizabeth Shepherd, who wrote the piece.

Pamela has had experience with Arts Access, and suggested that we also try to be featured this winter for Tour and will facilitate that process.

Swiftwater Gallery and VIVA will combine resources to take out an ad in the May/June Arts Access magazine. At \$200 it is very affordable and split between the two entities and will advertise both the gallery and the Spring Tour.

Marla gave a breakdown of how the 10,000 brochures were disseminated. 6300 went to direct mail, 1200 went to off island, 1225 on island, 1250 went to the studios for those that requested having them in the studio. 100 posters were split between 80 being sent off island and 20 being kept on island. 500 cards will be mailed to galleries in the vicinity (off island) by Marla.

Kate Munson asked that an idea be brought before the board. That idea was that there could be a scavenger hunt as a marketing tool for winter tour. Each gallery could stamp or give a sticker for the brochure, and a prize or prizes, could be offered by local businesses.

It was decided that while this is a good idea, it might be better suited to a first Friday to encourage people to visit all the galleries. Marla will contact Kate and explain this to her.

Amy Drayer is in charge of Vashon's Strawberry Festival. She is still interested in pursuing an art village within the festival. The general consensus was that we will make this possibility known to members through the newsletter, but VIVA will not take on recruiting for or developing an Art Village. General consensus was that art does not sell well at festival settings. Marla will have this conversation with Amy Drayer.

After meeting with Lynann Politte for approval, Marla has suggested that we have an all member VIVA meeting in the atrium of the VCA in June. Lynann asked that it be a Monday or Tuesday. While some chairs are available, we will be responsible for setting up and breaking down the meeting space and bringing chairs from a neighboring facility.

No food or drinks will be allowed at this meeting. Marla will ask Politte, which day is best for her to avoid conflict with the summer shows that will be happening at the VCA.

Business sponsorship was next on the agenda. Formally and to date, Brian Fisher has been calling businesses and visiting in-person for sponsorship donations, and currently needs board members to help him continue that endeavor. The conversation ensued about what sponsorship entailed, and the decision was made that we will bring current documents, explaining VIVA sponsorship and make an attempt to simplify and clarify. A small group will review the documents, organize the list, decide an annual time for 'the ask' each year and let our sponsors know when that time is, for this year. Off-island business sponsorship was brought up.

The question of whether we know a grant writer who could help us write grants, was asked. Lin mentioned Deborah Twersky and Roxanne Thayer has said that she is a former 4 Culture board Member and is willing to help VIVA. Marla will follow-up with Roxanne because they were both at the Clay Meeting where it was mentioned.

Respectfully submitted by Lynn McClain