

VIVA Board Minutes 2-15-23

Meeting was called to order at 5:35 PM. In attendance were Marla Smith, Chris Beck, Gail Lurie, Kristen Reitz-Green, Lynn McClain and via zoom, Pamela Wickard, Annette Messit, Marc Pease, Lin Holley, webmaster/social media consultant Lindsay Hart and Tour coordinator Sy Novak.

Kristen, who needed to leave early, asked to speak to the origin of VIVA and how and why it formed. She stated that the collective known as VIVA was formed to be a “voice” that was missing when VAA transitioned to VCA at the new VCA building. Vashon visual-artists needed a guild, a union-type organization for representation. The visual arts were not a part of the vision/plans for the new VCA organization and the gallery was an add-on. Classrooms were not part of the plan. As well, VIVA incorporated the task of the group that had for years produced the biannual Studio Art Tours. VIVA incorporated as a non-profit and scholarships for Vashon’s high school program were begun.

This will be Kristen’s last meeting as she is moving away from Vashon.

Treasurer Report from Chris

Our bills have been paid up-to-date with the possibility of a few outstanding personal reimbursements. In 2022, we earned charitable donations of about \$3600. The tour monies did not break even with expenses this year, (not by much), and is something to be considered for planning expenses for our next tour.

Tour Coordinator Report from Sy

VIVA currently has 146 members and our inclusive list of members and interested folks is about 600. We use Mail Chimp for that list. Two weeks remain for Spring Tour applications, and so far we have 15 stops of the 31 needed to constitute a tour. Asked if the applications have been going smoothly, Sy said that about 90% of applicants still need help with some part of the application. At this time Morgan Brig has volunteered to do word input; Jean Echevierra is editing. The Reimnitz’s continue to store the signage, etc., and tour members will pick it up from April 9-15, from their garage. Marla and Karen Fevold will again disseminate the posters, brochures into studio’s bags. Sy is poised to order 100 posters, 10,000 brochures, and 1000 cards for publicity.

Webmaster Report from Lindsay

Lindsay had several ideas concerning the website. She wants us to consider having galleries buy VIVA memberships and then receive a page on the “find an artist” section which could be updated monthly as gallery offerings change. Discussion brought up: the level of work that this would entail for Lindsay who already works generously for VIVA/galleries on tours already pay for a membership and have an artist’s page during tour seasons/would galleries get Lindsay data in a timely way/would we be ‘competing’ with Vashon Events. We agreed to revisit this concept and talk about it further, at the next meeting. Lindsay also suggested an “In Memorium” section and a past members’ section. Currently there are Artist Pages for those whom we have recently lost.

A cut-off date for artists who have not renewed their membership was brought up, concerning website artist pages. Lindsay can “moth- ball” their pages while they are not members or forever. There will be reminders in the newsletter to re-up membership or lose your opportunity to have a page featuring your work on the VIVA website. Specific annual dates for reminders were not decided.

Tiered membership was discussed. Classic tiered membership is problematic since we wouldn’t add benefits with tiers of donation. We could add a Donate Button on the application form online to facilitate donations while joining/rejoining annually, as encouragement to add a bit

more to VIVA. Another concept is to let members buy memberships for different amounts and give these amounts titles like “Artist Member”, “Supporting Member”, “Sustaining Member”, and list those levels of membership on the webpage. This needs more discussion and is an ongoing project before decision.

Vashon Community Pub / Micas Kitchen from Marc

Marc is the point person and brought that Mika has continued to be interested in VIVA's involvement and hanging art in her establishment. The space could handle 12 to 14 pieces and would hang for two months. No commissions would be collected upon sales. Barcodes would be created by the artist or Marc, (should he be the curator, and or Josh of the establishment). Screens are available for digital content. The question was raised as to VIVA's involvement and what that would mean beyond supplying artists. Would Mica's establishment handle insurance for artists? Would any insurance be provided? If not, could VIVA be exempt from handling insurance if we, indeed, put our name on the project? It was agreed that this could be an excellent opportunity for exposure for VIVA. Can this be organized by Artist Opportunities announced in our newsletters and Marc would curate these shows and organize and facilitate communication between Mica's restaurant and artists? Marc will find out about the insurance issue at Mica's and bring it back to the next meeting...or before via board email.

A letter from Lynann Politte of the VCA Gallery was discussed. The VCA has retaken responsibility for its shop again as VIVA member Margaret Smith has decided to step away from that position. The motion to present Margaret with a gift certificate, and a card of gratitude for her service was voted yes unanimously.

Amy Drayer, the chairperson of the Vashon Chamber of Commerce has asked us to participate in some sort of Vashon Artist Village in this year's Strawberry Festival in July. She wants to put island artists and businesses “first” and create a small village representing Vashon artists. The Chamber is beginning early and this is an exploratory idea involving VCA, Open Space and whomever. Will we facilitate artist booths/will fees be kept to a minimum, (not like business's fees of \$200+)/will we have a VIVA booth selling our T-shirts, hats, maybe a raffle again w/ a basket of art/ and gulp-garden totems? Plans are still unformed, but she is speaking with us early about participation with artists' booths, and is hopeful to provide attention and visibility. Village placement would be the Village Green or the Theater parking lot area where there will be a beverage garden. Marla will talk to her further. Marla's question: Do we want to query our members via the newsletter to get an idea of how many would have a booth at the festival? What would they want to pay for the space? This needs further discussion.

Kate Munson, a marketing professional and VIVA member would like to meet with Lindsay, Sy and Marla and other board members if interested, to discuss some marketing ideas she has. Marla will send out an email as to the time of the zoom meeting.

Annette encouraged us to write a letter explaining the complete breakdown of the costs to put on the tour. We have had members voice concern about the price of participating on the tour, and her idea was to make it extremely clear that we break even or even end up in the red while trying to keep costs affordable to artists. Chris will supply a breakdown of costs and Marla will add a notice to the March newsletter explaining what the cost of tour pays for.

Annette had called our attention to the fact that we are not necessarily in compliance with the bylaws of VIVA. It was decided that Marla and Chris will meet to examine the bylaws and request any changes they think might be needed. They will present findings and the board will discuss at our next meeting and vote subsequent to that discussion.

One of our frequently discussed and ongoing needs is to bring on more board members. The re-introduction of committees for volunteerism is also needed. Using a letter Annette wrote

explaining exactly what VIVA does and how its mission statement affects and reflects artists on Vashon, Lynn and others will collaborate on a letter. This letter will be mailed to each member inviting them to a general meeting, date to be announced, to vote for board members, nominate themselves and others for committees and volunteerism. The annual meeting will help new and returning members to generally understand the community needs of the organization.

Lin Holley, who with Annette has produced our Member Shows, (after Kristen began them at the Hardware Store Restaurant), suggested that we charge a nominal fee for participation in the show. Most shows require application fees. She recommended \$10, collectable at art-intake time, (cash, check, card, venmo). A motion was passed unanimously to add a \$10 charge to submissions for that show. There will also be an "angel fund" for anyone who cannot afford participation.

The meeting was adjourned at 7:30 PM.
Respectfully submitted by Lynn McClain, secretary.