

VIVA Meeting Minutes 7-13-23

In attendance were Marla Smith, Chris Beck, Gale Lurie, Michael Darr, Corinne Lightweaver, Lynn McClain, Chuck Bonsteel, Zuzanna Korbearova, Kedar Mankad, Lin Holley, Terra Brenno. Joining by zoom were Mark Pease, Sy Novak, Lindsay Hart.

The meeting was called to order with a welcome from Marla to the 5 new board members. We are so happy about this! Chris announced Robert's Rules of Order meeting expectations of each member being asked to bring thoughts and concerns to the table, all individuals being allowed and encouraged to speak, and everyone's ability to bring agenda items to the meetings.

Chris proceeded with the treasurer's report with \$14,557.21 in balance. She gave us the financial report doc titled July 1, 2023. We have a \$2000 insurance payment due. We broke even with Spring Tour, (37 tour stops). At this point in the year, our operating expenses are more than our income.

Chris asked for a board member to consider shadowing her with the intent of taking her place as treasurer. She is ready to step down after 10 years of service to the art tours and VIVA. Her duties include figuring taxes, paying insurance premiums, handling deposits and the quarterly reports. She has been the grant writer for VIVA. Chris also, promotes/organizes the membership profiles for the monthly newsletter.

She asked our new board members for their member profiles that will be included in the July newsletter and are due in four days to Chris please.

Sy reported that we currently have 193 active members, and 443 interested nonmembers. So when we send out announcements via Mail Chimp, they reach 193 members or if we use the "big list", they will reach almost 650 people.

She reminded us all that on August 11 the winter tour prep begins. At that time materials will be fine-tuned and presented to the board on the August 18th with editing ideas. The tour application forms/info can be found on our website under Shows and Tours, (Spring Tour Sign up!).

Edited/finished materials will be due on the 30th, to be put up on the website Sept 1.

Lindsay discussed her plans for the social media campaign for the all member show in October. In the past she took photographs of artists as they brought their work to the gallery. She asks that Lin sends her the "head shots" that will be sent to Lin Holley during the application process. They can be uploaded via dropbox. She can use them on Instagram and Facebook and all social media.

Marc brought up the potential of VIVA's advertising for both the all member show and the studio tour in a publication called publicdisplayart.

Mark says that it has a readership of 110,000 readers, is supported by 4 Culture and is federally funded. It is a bi-monthly publication. Kedar looked up the price for a full page ad and found it to be \$1100, \$550 for half a page, and incremental \$\$ shrinking according to the size of the ad. It was agreed that this warrants further investigation. (Ed. note-by whom?)

Member Show in October.

During the two week period of August 2-16, email applications will be accepted by Lin and VCA for the VIVA members show. Lin reported a problem with creating an email address that can be used/passed to the board after she steps down in January. Lindsay has agreed to help Lin create such an address, connected to our website. The new board roster is being sent to Lindsay for website publication.

Art intake will be 2 October. The month of September will allow for the VCA's contracts and paperwork including W-4's. The call for entries will begin with the July newsletter and be reiterated with 2 Mail Chimps announcement before the time for application begins in August, (prior to the newsletter). There have been notices about the date of show in 2 previous newsletters. Lin and Annette will curate the art from images. The board will supply intake and runner personnel. Four teams of two hangers will be needed for the show to go up. Marla would like 1 person involved to 'hang' 3 D art on pedestals. Lynn McClain will start working on asking members to consider becoming docents for the weekends of the show. Last year there were two docents per day both Saturday and Sunday. The final information of art duration for this show must be delivered to Lynann Politte of the VCA by September 11.

Concern for space made us consider asking work to be limited to 25" x 25" (40"x40"?) including the frame. Wording will be added to the application, letting applicants know the necessity for people to stick to the size concerns for the limits. Size limits for 3-D work were also brought up. The consensus was that all 3-D work must fit on a pedestal. The application form might also include asking for information about any art that requires an electrical component, etc. Show members will be asked to pay a \$10 fee for entering one piece of art to the show. It will be due at time of delivery in cash or check form.

A VIVA picnic was the next topic on the agenda. Concerns that such events are a lot of work and have had poor response in the past were raised. Reports are that multiple members have asked about a picnic for the membership and the consensus is that it is a community building event. Chris has spoken to O Space about the field, and is waiting to hear what dates might be available. We have agreed that there will be no art supply exchange. We agreed that a potluck meal (with people bringing their own picnics if they are uncomfortable, eating communally) will take place in early September, probably after Labor Day.

Brian Fisher is officially stepping down from the sponsorship program. Pamela Wickard has agreed to take it up and is, with a group of board members, looking at old sponsorship program documents that are in need for revision. We will return to this in the next meeting. We are hopeful that new board members might have connections and ideas that we have not investigated before. We are considering breaking into groups and/or individually approaching businesses in person. Our goal is \$3000 for scholarships for 2024. Another concept floated was that a donation request will go out to members who participate in the studio tour for possible donations for the scholarship fund. This agenda item has been table for further discussion in August.

Marla will be sending dates as they are confirmed for events and deadlines. Board members are lovingly encouraged to respond to questions and concerns in a timely fashion. With that, the meeting was dismissed.

Respectfully submitted by
Lynn McClain