

VIVA Meeting Minutes 1-17-23

The Zoom Meeting was called to order at 5:45 by president Marla Smith. In attendance were Chris Beck, Pamela Wickard, Lin Holley, Annette Messitt, Kristen Reitz-Green, Marc Pease, Lynn McClain and new board member Gale Lurie. Support team member Sy Novak was also in attendance.

Chris's treasury report concluded that we have \$17,580 in account. Assuming that we will set aside \$3500 for the scholarship fund, we have bare bones operating monies of \$14,280.

There was a lengthy discussion of how we can generate funds for scholarships, both for the Vashon Scholarship Program for our high school students and adult members for course work and workshops.

Marla and Pamela will meet to work out the direction we want to take concerning tiered membership and possible artist donations after tours. This item was tabled for a future agenda after logistics have been worked out and voted upon.

Another item which needs to be discussed soon are our bylaws. Annette had raised the question as to our adherence to those bylaws, and the request has been made that all board members read the bylaws, make notes about them, and be prepared to discuss them at the next meeting.

Marc has been in touch with Mica and Cliff as they move forward with the Vashon Community Pub and Smokehouse. They are interested in having art hung at the pub, and Marla and Marc will meet with Mica at 3 o'clock on Thursday the 19th. Several questions will be asked about how much involvement VIVA might have in the space as a gallery and meeting space. Results will be discussed at our next meeting.

Sy sent each of us the Studio Tour application changes. Some proposed changes are:

- *to limit the studio description to 50 characters.
- *increase the space for studio description in our website
- *clear verbiage on the brochure as to how to find the artist's web page
- *new verbiage about the group effort it takes to put on the tour.

Sy collected feedback from many studios after Holiday Tour. Marla will reach out to a couple of the negative reviews in an effort to include those artists and explaining the ways that studios have found success on the art tours. We discussed the idea for a think tank concerning how to promote one's studio and tips for success.

Lynnane Raven has handled off-island publicity, that is, organizing folks to take brochures/cards off island, for the last two tours since the covid pause. She wants to step down. Marla did it previously for a few years. We need a board member to do this important tour task or the board needs to find a competent member to do it. Soon.

Margaret Smith is stepping away from her role as VIVA curator for the VCA Gallery Shop. For the past 2 years, she has filled the shop, for several months per year, (VCA's schedule), with members' art. Lynann wants to have a change in the look of the shop going forward and would like to feature single VIVA artists, per month when the shop is available, which has been 4-5 months per year. Eric was very successful for the month of December and will be in the shop for the four months of 2023. That discussion was initiated by Lynann and decision of 'yes' by Marla.

Publicity was the next subject.

Sy sent Marla a list of tour publicity that she oversees and we need a list, (generic) from Lindsay who has done almost all of our social media advertising as well as other avenues. Marla would like a publicity committee to be formed to a) do the work, b) research other ways to reach out to off-island patrons. Cards were sent out to 15 regional galleries for the first time. There were fewer members willing to deliver brochures off-island than the pre-covid pause.

The March show being hosted by VCA called "Choice"

-Kristen will write a call for entries to be included in this month's newsletter.

Several recommendations were made to be reconsidered at a later meeting:

*We will be discussing the bylaws after each member has read them and made notes and questions concerning them.

* revisiting our mission statement and making sure we are in compliance, and that all members understand our goals.

* Pamela and Marla will meet to discuss the possibility of membership levels and other ways to raise money.

* Marla and Marc will meet at the pub to discuss any and all possibilities there.

* think about the possibility of forming a committee for volunteerism, and what that would look like, and what their duties would be.

* making sure that gained-knowledge is passed forward as we change personnel within the board. Does that mean written archives?

* determination of this year's goals for membership meetings

The meeting was adjourned at 7:17pm

Respectfully submitted by Lynn McClain