

## **VIVA Board Meeting Minutes - April 11, 2024 - 5:30-7pm**

Board Members present : Marla Smith, Chris Beck, Pamela Wickard, Tara Brenno, Chuck Bonsteel, Barbara Benedetti Newton, Michael Darr, Zuzana Korbearova, Marc Pease, Annette Messitt, Kedar Mankad, Lindsay Hart and Sy Novak were in attendance.

(technical difficulties w/ computer audio for zoom for the entire meeting)

**Spring Tour:** Everything is on target.

- All the Artists and Galleries jdfpicked up their bags at Reimnitz's, (maps and tour info).
- Tara Morgan will host VoV (Marla and Zuzanna guests, talk about Tour).
- Chuck Bonsteel has worked on off-island brochure/poster distribution.
  - Michael Darr has mailed postcard packets to off island galleries and shops. He sent out approximately 1700 cards. To about 50 regional galleries. He streamlined the process by setting up a spreadsheet and making a doc with the mailing labels printed. This info is a great asset in that the next person with this task will have the plan already established. Also, this is our new way to get tour advertising off-island since the tried and true volunteers of the past are no longer working off-island and taking info to neighborhoods. Only a few participants volunteer for off island advertising since covid. There are still 100's of cards left over.
- Lindsey will start social media blitz. And distribute big signs with the map on them and many brochures attached to the map at VCA and Swiftwater. This is to help patrons plan their route-- who stop at the galleries for their first stop. Also, she will send out a "how to" do social media email to tour stop leads to help educate us on proper way to maximize effort. Instagram has begun for the tour.

### **VIVA Membership show at VCA:**

May 2024 at the Vashon Center for the Arts. This is the 7<sup>th</sup> annual member show.

In-Take: Monday, April 29, 2-4pm. Hang Show: Tuesday, April 30, 10am.

86 pieces in the show. First Friday Opening. \$10 entry fee when dropping off artwork.

This is the first time that the spring tour and member show have been in the same month. It will be interesting to see how sales are. Last year, in October after the VCA auction, the sales were the lowest. Most likely, in 2025, it will be the same month.

### **Financial Report/from the Treasure Barbara Benedetti Newton.**

FB/Instagram ads approved - \$100

Attached is the full report. We are in the black!!!

**Newsletter:** Marla is editor for this month. After asking the membership, at large, in the March newsletter, Peter Hapeman has volunteered to be the new editor. He is a very experienced writer and we are lucky to have him.

**Scholarships:** Five Board members evaluated 12 student applications. 3 students were stand outs, and the Board has \$4200 in scholarship money this year from sponsorships and donations. Divided three ways each student was awarded \$1400.

- A 3x3 oval label will be created by Pamela to give to the sponsors, in their thank you notes. It can be displayed in their shop.
- Pamela will draft a letter to be sent to the tour artists and galleries requesting that they consider making a donation to the VIVA scholarship program, as a thanks for the opportunity to sell art on island through the continuing VIVA tours.

**Donated Cards:** VIVA members were asked, in the newsletter, to please donate cards to us so that they can be used for our thank you's to donors and sponsors.

**Passings:** Brian Fisher's husband Peter passed. Peter was a long-time arts supporter and of course a huge support to Brian in founding VIVA in 2018. Chris is organizing a memoriam for this April newsletter.

***Next scheduled meeting: In May, 3<sup>rd</sup> Thursday this month so that we can wrap-up the spring tour. 5:30pm.***

*Respectfully submitted, Pamela Wickard*