

## **VIVA Board Meeting Minutes 2-25-2024**

**The meeting was called to order in the home of Chris Beck. In attendance were Marla Smith, Chris Beck, Tara Brenno, Gale Lurie, Michael Darr, Barbara, Newton, Annette Messitt, Chuck Bonsteel, Zuzanna Korbelarova. Joining by Zoom, were Mark Pease, Lynn McClain, and support team member Lindsay Hart.**

**First order of business was to announce that Corinne Lightweaver has resigned from the board due to family matters that will take her off the island. She will continue to edit the newsletter through April. The board wishes her a fond farewell, a warm thank you and all good hopes for her family's health. Gale Lurie has volunteered to take on Corinne's service as monthly newsletter editor. Thank you Gale!**

**Second order of business was Marla's reminder that she plans to vacate the post of president on June 2024. She reminded everyone that VIVA performs three major tasks each year which support the visual arts community in ways that didn't exist before VIVA.**

**As a working Board, we produce (1.), two Art Studio tours, one in May and one in December. Tours bring about \$300,000 to Vashon artists annually. (2.) The board produces the annual members show. This year is our 7<sup>th</sup> and VCA continues to work with us to present the show in their gallery. (3.) We fund, by our Sponsorships from island businesses, High School Scholarships for continuing education. This year, there will be 4-\$1000 scholarships. The president works in conjunction with board members in organizing and producing these things.**

**Marla asked that everyone think about their possible interest and commitment to take on the position of president.**

**Lindsay Hart gave a brief report concerning the tour schedule. She has made a detailed schedule and emailed it to board members. The two week warning for application deadline went out today. 32 studios are needed to fund a tour. That number is expected this spring, with some of those being new recruits. The potential for an open house for participants so that artists can visit each other studios, (not on actual tour days), was brought up. Gale Lurie will again organize that event and information will be sent to all tour participants, not just studio/gallery leads. It will again be on the Friday before the second weekend, May 10<sup>th</sup>.**

**The question of changing the timing of the spring tour, (month), next year was raised for later discussion.**

**Spring tour this year is being held in conjunction with the Membership Show. The hope is that people will have lots of connections between what they see at VCA at the show and will therefore visit studios. Studio stop numbers and head-shots will be included with the art descriptions at the VCA.**

**We plan to have large posters of the tour stop map at Swiftwater Gallery and VCA so that people can get an overview of where the studios are. Marla/Sy looked into**

**this and it looks as though they can be made for about \$35 apiece. Last tour, Swiftwater Gallery was awash in first-stop tour-goers seeking info/suggestions about tour stops, suggestions, etc. It is the hope that this map with attached brochures will provide info to take away the intensity of folks wanting help for tour guidance.**

**Off-Island Publicity was the next discussion. We have ordered 10,000 brochures, 6500 to be distributed on island by an all-island mailing. We are planning to use postcards, like we did last year, to mail to shops, studios and galleries off island in neighboring communities. The cards are mailed and groups of 25 to 40, depending upon how many the recipient feels they can handle and use efficiently. A team of board members, Chuck, Lynn, Marc, Marla, Michael and maybe Pamela, will call ahead to get permission for the mailings. At that time we will also ask if they can or would like to use a poster.**

**The question arose about whether we would like to increase the number of cards, and possibly increase the size of the cards. A study will be done concerning the cost of brochures, cards, posters, and mailing, and how best each of those can be used for most efficient promotions. Also, perhaps use cards, instead of brochures for island businesses since all island residents have received a brochure in their mailbox.**

**A question was asked about the current brochure size and amount of information that can be included. A member felt that the information available on the brochure was too limited for studios or galleries that have multiple participants. Each studio is allowed the same number of characters for Stop title and description. The conversation led to the fact that we are trying to get people to use our website information. Each studio has a web page and 250 words and several images and is accessed by clicking on the tour stop on the web interactive map.**

**Barbara gave the treasurers' report which she had emailed to us. She stated that she wants to pay for the costs incurred, within the calendar year, this next year, (2024). 2023 had payments that were done in 2024. We received 4 donations. Lynn will write/send the thank you cards.**

**Pamela and her team have finished the new sponsorship request letter. They, (Pamela, Marc, Gale, Marla), have selected 18 island businesses and are contacting them. We are not asking for operational funding. All sponsorship monies fund our scholarship program. Sponsors may offer money immediately, or pledge to offer money later in 2024 and have their logos on tour materials, newsletters, website all year long.**

**The member show is waiting in the wings. The call for entries will go out via an email announcement to all members on March 21. All applications are due by April 4. The application is done online by VCA and images and info sent to a VIVA**

**dropbox. Acceptance announcement is online by April 10<sup>th</sup>, as well as curated info of art/members to Lynann at VCA. The show will run May 3 through the 26th.**

**The meeting was adjourned at 7:10 PM**

**Notes post meeting:**

**A VIVA banner that has been used in the past is missing. Anyone with knowledge of its whereabouts, please contact Marla Smith. The Fire Dept stopped tour-banner-hanging across main street many years ago.**

**Lindsay will prepare a package for each participant in the tour to help them understand and create personal social media for the tour.**

**Gale Lurie will have a meeting for “how to do a tour stop” for new participants. It will be announced in the March and April newsletters with a date to be announced.**

**More discussion will be needed to determine whether we want to use the Vashon theater marquee as it is very expensive.**

**Respectfully submitted by Lynn McClain**