

## **VIVA Board Minutes 5-16-2024**

The meeting was called to order in the home of Chris Beck. In attendance were Marla Smith, Chris Beck, Lynn McClain, Barbara Newton, Gale Lurie, Tara Brenno, Chuck Bonsteel, Pamela Wickard, Zuzana Korbelařova and Tour Coord/Webmaster Lindsay Hart.

To supplement the treasurer's report, Barbara Newton assesses that after the VIVA studio tour, we are \$400 in the black, barring any surprise invoices. Barbara described some of the small invoices she is still waiting for, and the fact that she will divide the bulk mailing permit cost between the two annual tours.

Tour coordinator, Lindsay Hart, reported that the tour generally got favorable comments, and that we are in the process of receiving returned signage and materials. 16 of the tour sites have not returned their materials. On the positive side Lindsay has emailed a new Survey Monkey survey to all tour stop leaders and has received 17 responses of the 37 expected. Most report that traffic was down from last year but report adequate sales. Lagging traffic may be due to continuing ferry issues of a 2-boat schedule. We are encouraged to go to the Vashon Chamber of Commerce website and comment on our concerns about the ferries outages and tardiness.

Lindsay called out kudos to Sy for handling the bulk mail delivery while Lindsay was ill. Luckily Sy had come in contact w/ a bulk mail USPS person-off-island, last tour time. She was able to help push it through even though the Vashon PO was stymied. Apparently it was complicated and took 2 days and hours of time, but Sy saw it through! Thank you.

At that point, everyone took a moment in the meeting to also congratulate Lindsay for her Instagram and media work. Marla complemented her open and inviting style of writing and we all appreciate the work that was done for the tour and the member show.

Pamela Wickard voiced an interest in seeing the survey since all of us are not tour stop leaders.

Pamela spoke about the letter that she has been writing concerning artist donations to the scholarship fund. The letter reminds each artist who participated in the tour that one of our three major goals is to fund scholarships for graduating Vashon high school students. It gives a brief history of VIVA's Goals and invites artists who feel that they had a successful tour and want to contribute, to do so. A letter will be sent to the studio heads and each participating artist and be repeated in the newsletter next month.

Gale Lurie then asked questions about the open house she arranged for studio tour participants. There was an active discussion about how few people attended each studio and how that might be improved. The conversation was tabled for this meeting, but will be taken up again. Everyone agrees that they like the open house and want it to

continue. The open house will also be discussed at the next open members meeting to make the conversation available to all VIVA members and not only studio artists.

Chris Beck asked if she could place a newsletter notice concerning her studio sale. She will be having a sale to close her studio in coming months. The Board said yes.