

VIVA Board Minutes

4-12-22

Present were Marla Smith, Kristen Reitz-Green, Marc Pease, Chris Beck, Lin Holley, Penny Grist, Lynn McClain. Sy Novak and Lindsay Hart joined by Zoom..

The treasurer's report was made by Chris- the good news is that the revenues from the Studio Tour have covered the promotions and publicity costs. We are breaking even-ish.

Marla and Karen Fevold did the Bag Day task of filling the bags with show info and materials for pick up to begin 4/13 at Reimnitz Studio. The pick-up day has needed to be changed as brochure delivery was late.

Lindsay wrote a wonderful press release and has begun sending it to various media. Sound Publishing, Beachcomber, the Art Edition of the Seattle Times, and will look into Tacoma News Tribune and South Sound Magazine.

A discussion of how to get promotional cards into West Seattle and other Markets. Any local vendors that we can identify will be asked to put the newly ordered cards in their booths at these off-island markets. Volunteers will take cards to stand outside entrance to the Proctor Farmers Market. Need to find these volunteers.

The decision was made to pay \$50 each to have 15 second still photo ads run on 2 ferry screens- Bainbridge Island and Bremerton. Marc offered to add \$100 so that we could also include the Port Defiance/Tahlequah and Fauntleroy/Vashon/Southworth. Not sure if we decided on that. Marla will check as she figures out how to order this service. Posters will need to be negotiated at each terminal to Vashon.

Marc brought information concerning Cliffs Brewery. There is art on the walls and he is offering VIVA artists the opportunity to do this in a more organized fashion, that is VIVA will curate the process. Cliff charges no commission and could also offer the space during closed hours as a salon for art talks. There are screens available for digital and video art. Marc is happy to curate and develop this potential exposure.

Respectfully submitted,
Lynn McClain