

VIVA Meeting Minutes
-for the Board
May 17, 2022

Present: Marla Smith, Penny Grist, Annette Messitt, Lin Holley, Lynn McClain, Kristen Reitz-Green, Pamela Wickard. Sy Novak and Lindsay Hart attended by zoom for the beginning, with Spring Tour reports.

Member Show

Art intake is May 30th, 4-7.

At the intake table: Kristen, Marla, Annette

Runners: Penny, Lynn, Pamela

Hangers, so far: Brian and Ilse, Kristen and Lynann, _____.

Marla will contact Terry Donnelly, Mary Liz Austin about hanging art.

Marc will be outside the door to help w/ line organization as there are 112 participants.

Call for VIVA Hosts will go out as a mail chimp. We need 8, for the weekend days.

Shall we have an "Attractive Sign" at the table with VIVA info and asking for volunteers?

Sy gave a brief report about the four people that have returned feedback requests, concerning the spring tour. The consensus so far has been that most people had a very successful show with plenty of attendees and very good sales. Sy will update as she receives more responses.

Lindsay gave a report on the social media advertising and demographic information that both Facebook and Instagram made available. That data has been sent to board members in chart form. Social media was significantly more active for this tour and Lindsay has received many accolades for the outreach. We had other successes, such as the posters at Gig Harbor, which seemed to draw many visitors from that area.

The financial report revealed that we were short \$400 of recouping our expenses for this year's tour. The bulk mail efforts to ask for donations and encourage attendance were discussed and questioned. Raising entry fees was mentioned, as were the complaints of some artists as to the fee where it stands.

This led to a conversation about what Viva needs to, and will do as it moves forward in a post pandemic world. The need to expand and refresh board members was discussed. The idea of returning to the model of each board member having specific duties and responsibilities, supported by a team of members, was revisited. It was agreed that the imperative of reaching out to membership for volunteerism and involvement is a high priority.

Conversations that were initiated and need to be revisited are:

- The envelopes included in the brochure mailing for donations. Annette floated the idea that a letter describing what goals and needs would be addressed by these donations is important.

- In the future should there be a charge for Viva show entry? It could also be a Juried show with a prize offered
- A fundraising auction. It could be linked to the jury show, auction items could include guitar lessons, classes, trips, as well as member donated art. The need for Goals to be specifically notated when asking for donations.
- The desire for a space for members to show work regularly. What would having a gallery mean to the membership? Finding a space, affording the (monthly) cost, manning the space, are all concerns to be addressed.
- The need to search membership for someone who has proficiency in grant writing.

Tabled:

- The idea of changing the spring dates for next year's tour were dismissed.
- There is hope that next year's member show at the VCA can be in October, and not so close to Spring tour.
- The "New Show" that had been discussed has been tabled due to lack of volunteers and manpower.
- Strawberry Festival participation has been tabled for this year

In a conversation about gathering membership together and rebuilding a sense of community, the idea of a summer picnic was revisited.

Penny reminded us that there is a First Friday gathering at the theater parking lot that could be a wonderful place for us to have a booth and offer information about VIVA and its goals of education, volunteerism and membership opportunities.