

VIVA Board Minutes

November 14, 2024

Present: Pamela, Gale, Lindsay, Marla, Chuck, Zuzana, Tara, Gail, Chris, Lynn by zoom.

Welcome to new board member, Gail Hapeman!

Pamela will be the thank you note writer for sponsorships and donations for the next year. Our former secretary, Lynn McClain, has been our wonderful writer these past years, as well as Pamela.

Treasurer report:

As per usual, Barbara emailed the board our monthly treasurer report and this month, a studio tour report. We are breaking even with tour income and expenses, and because we have a large holiday tour, (44 stops), there are funds for additional off-island advertising.

By-Laws:

Thank you Barbara, for reminding us to finish our task of job descriptions, to complete a contract for Lindsay, and sign the By-Laws. We had worked on the by-laws, updating them in the summer and signed them this meeting. Marla will continue with a contract for Lindsay. We will each write our job descriptions and bring them to the board for confirmation, additions, etc. (As Secretary, I will compile them and make a document). Do we need to update the signatures at the bank, PSCCU?

Holiday Tour:

Bulk mail is complete and will be mailed to island residences before Thanksgiving. In the Beachcomber, we will have 3 large ads, each with 1/3 of the studios as 'thumbnail images' so that every studio is featured. They will run in successive weeks, beginning the week of Thanksgiving. There will be an ad in the Gift Guide edition, maybe a double center page with tour map. On island, we will have our original 2 sandwich boards at the N End ferry dock and uptown and in addition, there will be 4 new sandwich boards placed around the island. On the ferry runs, (Vashon triangle and Bainbridge) there are 15 second video ads on their screens and also on the screens at the Bainbridge terminal. That video ad will be in the Ruston Cinemark as well. There are 2,400 brochures for the Bainbridge ferry terminal and on the Bainbridge ferry runs. Tour announcements will be on the VAC reader board and Vashon Electric's, as well on the community board on the N End Highway, (thank you Pam Ingalls). There will be ads in off-island publications—the W Seattle Blog as well as notices in publications' calendars.

Lindsay is making a social media package for studio leads to send to their mailing lists w/ images and info that they can use. Lynn sent out 950 ad cards to regional galleries. There were some issues w/ the post office---things had changed since the Spring Tour's project. Only 10 cards can be sent at a time for \$1.50 each envelope so that is how it was done w/ the

exception of galleries that were the only ones is their area, (50 for \$7.50). There will be a detailed report.

Tour-continued:

Better records are being kept. Tara is creating a notebook for tour documents and procedures, schedules. Lindsay created spreadsheets of all the necessary info about studio/supplies/ tasks/ for Bag Day.

We want to get data about how patrons/tour go-ers found out about the tour. Suggested were-keeping a clip board for writing down where people are from/how they heard about the tour and an area map at studios where visitors could put a dot on it of where they live. Lindsay will send out a reminder to tour stop leaders right before the tour--- to collect info about visitors to help us know what advertising is reaching prospective patrons.

Member Show:

Lynann, from VCA, came last meeting to talk about VIVA, VCA and the Member Show. What we know is that she would like us to do more advertising to bring visitors to the gallery and maybe do some changes to get more artists to show during the show with 'bigger' work. The Member Show for 2025 is next May and the 2024 show was in May---both during the Spring Tour. Our liaison will begin to talk about show date for 2026. This past year, there were 84 participants. We have some ideas and tabled the conversation until the next meeting. Our VCA Liaison will contact Lynann with a couple of ideas, to continue the process. We will begin announcing the 2025 show in the January VIVA newsletter.

Vice-President, Chuck's 6 month term is ending at the end of the year. Next meeting we will vote-in the next VP, who will serve from January to June of 2025.

Respectfully submitted, Marla Smith, Secretary