

## **VIVA Board Meeting Minutes 1-16-25**

**Present: Chris, Chuck, Pamela, Lindsay, Barbara, Zuzana, Tara, Gale, Gail, Marla**

Lindsay did some research/tallying about the question—is our schedule for meetings on the 2<sup>nd</sup> or 3<sup>rd</sup> Thursday of each month?

For 2024: 2<sup>nd</sup> Thurs—4

3<sup>rd</sup> Thurs—1

4<sup>th</sup> Thurs—2

3<sup>rd</sup> Tues—2

2<sup>nd</sup> Tues—1

3<sup>rd</sup> Wed—1 and we had no meeting for December

The winner is---2<sup>nd</sup> Thursday! It is better to have it earlier to finalize announcements/articles for the newsletter. We can vote next meeting. The next meeting is Thursday, February 13<sup>th</sup>, the 2<sup>nd</sup> Thursday of the month, and that gives us 2 days before newsletter articles are due.

Job descriptions are due. Please write yours and email it to Gale. We need to update the website with positions and email.

Gail Hapeman has volunteered to be the Vice President for the next 6-month term. Thank you Gail! Chuck, the outgoing VP will continue as the VCA Liaison.

### **HOLIDAY TOUR REPORT—Lindsay**

Lindsay has provided us with a 10-page document with all financial accounting, data from social media advertising on Facebook, Instagram with impressions, likes, shares, comments, saves, comments from each studio's reels. Lindsay created a page/reel for each of the 44 studios! With the help from a few folks. She also grouped ads for mediums, ie, ceramics, fiber art, painters, etc., and has data for that in spreadsheet form.

Also, there are sales and traffic comparison bar graphs, comparing last Holiday and/or Spring tours, price ranges of items sold, how did visitors hear about the tour, total sales amounts. This is anonymous data and 33 of the 44 studios reported. Reported gross sales were \$139,719 for these 33 reporting studios. 3 studios reported sales of \$10,000 and over and the lowest reported \$220 and \$600. Lindsay averaged the 33 studios and it is \$4000 per stop. Adding the 11 non-reporting studios average, the estimated total is \$176,000.

The stops were queried as to 'any thoughts for improving the tour?' and 'is there something about this tour that went well?' and there are 20 replies. We will email this entire document to the studio leads, (and ask them to share this info with studio mates). They will see all of the studios responses, anonymous earnings, advertising data. The Friday open studio day was

seen as a bust w/ very little traffic. There was great appreciation for the increased advertising and awareness of the social media advertising. Lindsay's estimate/planning for expenses is really accurate, within \$100!! Incoming and outgoing were both \$14,100 with 44 tour stops.

Lindsay is reserving the library meeting room for the first week in February, announcing the meeting in the January newsletter and an email announcement to all members---about getting people together to share studio spaces for the spring tour. Spring applications go out January 31<sup>st</sup> and are due back February 28<sup>th</sup>.

### **SPONSORSHIP**

Pamela has fine tuned the Sponsorship letter. In order to be in the spring art tour advertising, responses from sponsors must be by March 13<sup>th</sup>. We have adequate funds for the Christine Beck Educational Scholarships through the Vashon High School Scholarship Foundation for 2025. We will need to pledge our funds around the end of January. Thank you Pamela for continuing to refine and organize our process.

### **TREASURER REPORT**

Barbara presented a monthly/year-to-date report and is waiting for some expenses to come in from the tour.

Respectfully submitted, Marla Smith, Secretary