

VIVA Board Meeting Minutes 3-13-25

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

Treasurer report-Barbara

Scholarship funds for the upcoming year are now in a CD account, earning interest.

Current financial report was sent to Board members this week.

Annual WA state report for non-profit organizations needs officers' names as signers and our list was really old and incorrect. Barbara is updating it with current President, Vice-President, Secretary, Treasurer. Names in that order are Gale Lurie, Gail Hapeman, Marla Smith, Barbara Benedetti- Newman.

Spring Tour Report-Lindsay

As webmaster, Lindsay reports that emails of artists on their VIVA website pages are being removed as 1 artist has been getting crazy spam from our site. Also, previously we have gotten weird spam as presidents of VIVA. Artists can have their website listed on our site.

The Feb. 17th meeting in the library that Lindsay set-up and hosted was a huge success, both in getting VIVA folks together to talk about tour and introducing folks so that they could buddy-up for tour stops, as well as be 1 of the 4 artists in our new Tour Info stop uptown, across from SnapDragon. About 30 artists attended. The group was queried about social gatherings for VIVA and would like one in the summer.

There will be a VIVA Tour Info Center and Gallery, as mentioned, at the south end of town with parking, bathroom(!), phone recharging, brochures and large map and interactive big screen, (like on our website during tour), and docents. We will purchase a big VIVA banner for out front. There are 4 artists in the 'gallery', each with specific wall-space and tables and the cost for VIVA is \$250 with the 4 artists paying a share of the total cost of rent for 4 days. We will have a first Friday presence/party at the Center to start off the tour.

For this Spring's tour, there are 43 stops with over 80 artists, 5 of them new stops and 11 with more than 2 artists at the stop. Lindsay had the budget ready with choices for how many brochures to purchase and showing income and expenses. We chose to order 10,000 brochures, (last year we upped it to 11,000), and bulk mail brochures to 6400 Vashon residences again. Brochures, (1830), and cards will go to island businesses, cards will be mailed to regional galleries and shops, cards will go to volunteers for off-island shops. We will do ferry screens again for our route and Bainbridge's, 5,000 brochures will be placed on the Bainbridge ferries. Proposed advertising: Beachcomber-3 big ads-, Arts Access, Insta, FB, EventBrite online ads, W. Seattle Blog, Vashon Events and of course to encourage tour folks to use their online social media to advertise the tour.

Scholarship-Pamela

3 of us met and chose 3 recipients from the high school seniors' scholarship notebooks to receive our \$4000 scholarship monies. We had substantial memorium donations that formed the bulk of our fund this year.

Sponsorship-Pamela

Letters have been mailed out to island businesses for donations for the 2026 Christine Beck VIVA Educational Scholarship. Nothing has come back yet, and Pamela noted that this is a very stressful time for businesses with the economic upheaval being wrought by the current Executive branch of the US government. Luckily, we have had some tried and true supporters over the past few years, and hopefully, they will continue. During the year, we collect for the following year's funds as the monies are sent to the scholarship committee in each January.

Member Show-our 8th-Marla

This year, we have changed the application process so that VIVA is in charge of it all. We will collect the \$10 show fee by PayPal or check, pre-art intake day. Lindsay created our Prospectus and application so that we now have a template for future shows. Thank you Lindsay!!! Also, Chuck is our VCA liaison and that has streamlined VCA communication about the show.

The application period is from March 11th to April 11th, and once again, May is the month of the members' show at VCA, concurrent with the Spring Tour. Head shots of artists will continue and tour stops for participants will be displayed with each piece.

We will need to encourage participants to use their social media to advertise the member show!

Marla and Barbara are the committee heads.

Respectfully submitted, Marla Smith, Secretary