

VIVA Board Meeting Minutes 6/12/25

Present: Lindsay, Annette, Pamela, Marla, Tara, Chris, Barbara, Gale, Ben

Spring Tour Recap-Lindsay

The estimated budget was very detailed and even with the brochure printing snafu and extra expense of \$651 to remedy that, the tour was \$100 under budget with 43 stops participating.

With this tour, we added The Tour Info Center and Gallery uptown in a rented space across from the Snapdragon Restaurant. There were bathrooms, phone charging, interactive large tour map, tour stops' video, large banners outside, docents, brochures, lots of parking and it is a newly refurbished space. 4 'studio spaces' were rented on our side of the building, so that our VIVA space's cost was \$250. The other half of the large space was rented by 2 studio stops/artists.

We will book this space for the Holiday Tour. Lindsay handled all of the details and organizing of this space and will contact the owner about renting it for the next tour.

Lindsay had a meeting pre-tour at the Library to invite new tour members for sharing information and questions about the tour and to solicit artists for the Info Center spaces. About 40 people showed up.

Lindsay once again made a printed survey for studios asking for (anonymous) comments, how did their studio do, gross sales, suggestions. The responses were overwhelmingly positive. People recognized the extent of social media advertising that was done and very much appreciative. As always, reported sales, (and number of artists in a studio group), had a huge range---from the low of \$350 to the high of \$24,000. The median sales were \$4000 per studio. 34 of the 43 studios reported. It seems as if sales were close to the past holiday tour. We were concerned about sales of art since the economy under the new administration, (since January 2025) is filled with uncertainty for consumers. We will again share the survey information with tour stops and VIVA members. The way to do that was not finalized; it will be in the newsletter or to tour stop participants.

Treasurer Report, Barbara

The monthly report was emailed to board members last week. It is all good and the scholarship fund has been placed in a CD account.

Sponsorship, Scholarship, Pamela

Pamela will make a spreadsheet detailing the businesses and donors who fund the VIVA scholarships. She has determined that it is our donors and members who form the base of scholarships, not businesses. We want to continue to solicit funds post-tour for those who have benefitted from tour sales. Many Vashon businesses have their own scholarships, thanks to the Vashon Scholarship Program that is now decades old. Pamela with a member-helper solicited businesses after sending out a letter. Documents for this committee are stored in our drop-box account.

Ideas for fundraising were brought up. 1 idea is to have a movie event at the Vashon Theater, (many groups do this). 501c3's can book it and use it for free, perhaps, and keep the ticket sales. There is a 3 month window for booking the space.

VIVA Annual Member Show, Marla

The show, the 8th and 6th at VCA, was held in May, again, this year. We had a theme for the first time, "Our Island, Our Home". There were 84 participants which several folks said fits the space of the gallery and Atrium wall well. The final sales amount is not yet known. Drop box was used for application images rather than email attachments. That is a good way to do it and takes out an admin step. It was decided that we would like to continue it annually, although it may have lost its draw for experienced artists since we now have Swiftwater Co-op Gallery with 50 island artists involved. Marla will meet with Lynann soon to finalize next year's date. There is a 60th VAA Vashon celebration next year which may change things. April or May was decided to be the optimum time, even though May is congruent w/ the Spring Tour and is that a problem?

Board Members

We need board members and will brainstorm on that.

Annual Meeting

Last year's meeting was in early September at the Mukai Farm and was poorly attended. When do we have this year's? We left it hanging and will need to converse/ vote by email to get it going. Lindsay has discovered the High School lunchroom; it is affordable, a great space with tables and parking/easy access. We talked about having a pot-luck social hour afterwards. Members say that they want social events.

Respectfully submitted, Marla Smith, Secretary

