Attending: (In Person) Barbara, Gail, Brooke, Gale, Tina, Lisa, Nance (Remote) Tara & Lindsay Hart
Next Meeting: Thursday, February 12, 2026 - 5:30 - 7:00 pm

AGENDA ITEMS	Notes	Motions
Tour Review with Lindsay **Discussion:** Tour Outcomes, results of fundraising efforts for scholarship via tour, plans for seeking feedback on tour, ideas for improving tour for this season (2026) and beyond (2027 forward) There was some back and forth between brainstorming new ideas and considering logistics of changes given existing format, tour facilitation, etc. **Next Steps** ● VIVA Members **Meet & Greet** will happen at the Library (Lindsay will explore availability) 2/1 is the ideal date for this. ● **Board to continue discussion at next meeting of future shifts to Tour 2027** including timing & structure. These ideas will be presented to membership as part of a survey. ● **Internal survey / Slack Discussion** (see below) will be sent out to continue dialogue about 2027 Tour ideas between now andFebruary meeting. ● **Identify a New Tour Committee Co-chairperson** to collaborate with the other Co-Chair, Lisa Witherspoon and Lindsay, the Tour Coordinator	● Review of fundraising results, average pricing points, survey feedback, and questions about where visitor traffic is coming from ● Comparison of event formats: ○ Centralized, one-location events versus multi-stop tours. ○ Noted patterns of slow, “window shopping” traffic early on, especially among local visitors. ● Decision to keep the Spring 2026 tour unchanged. ● No changes planned for the current Holiday tour format in the short term. **Holiday Event Timing & Structure (Future Planning)** ● Ideas to boost holiday promotion by: ○ Adjusting dates to late November or early December. ○ Recommendation to commit to consistent dates across multiple years. ○ Considering weekends around Thanksgiving or early December. ● Exploration of combining efforts with partner organizations for wider promotion. (Chamber, ferries, Argosy) ● Discussion of aligning with other holiday events or markets. (Holiday Bazaar, Jingle Bash, Uptown Businesses, etc.) ● Mixed interest in merging with other holiday events (ie. keeping Jingle Bash separate, concerns about merging with organizations	**Motion**: *survey members about holiday tour 2026* **Motion Passes** **Motion** *2026 Holiday tour - maintain existing format - encourage artists to do demos, pursue making it into more of a Vashon E*vent by partnering with other entities **Motion passes** **Motion** *2026 Spring Tour application will be online*. (Spring Tour format will remain the same.) **Motion Passes**

that are non-VIVA members, desire to collaborate not compete)

Longer-Term Planning

- 2026: Fixed Spring tour; multiple Holiday date and format options under consideration.
- 2027: Potential major restructuring across Holiday, Spring, and Summer offerings.

Artist & Participant Perspectives

- Requiring artist-demonstration for promotion in Tour activities: Concerns about ability to safely demonstrate work and the burden this may create.
- Recognition that some artists draw consistent personal followings, while others see variable results.
- Anecdotal feedback gathered from one Board Member prioritizing extensive studio visits. (all but 3 sites visited) Indicating that there was mixed satisfaction about tour particularly from day 1 to day 4.

Audience & Traffic Analysis

- Interest in better understanding where visitors originate and how they move between locations.
- Consideration of surveying both attendees and participating artists.
- Observation that some visitor patterns are unpredictable year to year.

New Format & Engagement Ideas

- Summer or off-season curated tours featuring smaller groups of artists.
- Media-specific or themed tours (e.g., by art form).

	● Passport-style or route-based experiences; digital vs. print options. ● Curated, guided, or self-guided tour models with possible fees. ● Positioning the organization/region as an “art destination” through collaboration with local businesses and agencies. ● Expanded holiday collaboration with restaurants, commerce groups, and community partners.	
Lisa - Scholarship / Donor Rec Committee **Discussion:** Update that thank you letters went out. Effort to increase Scholarship contribution through 1% suggested show participant donation not as successful as hoped. Exploring alternate ways to increase budget particularly for scholarship both to increase opportunity / total available for recipients as well as securing our 5013c designation through nonprofit / donation endeavors **Next steps:** ● Work on pitch for Members Meeting that clarifies how added $ will enhance scholarship, nonprofit status and endowment. ● Work with Lindsay on existing membership form to add language about suggested donation ($10)	Got letters out **Raising Dues** Tara Brenno presented the idea of raising our dues from $25 / year to $35 / year starting in 2027. There was a motion but it did not unanimously pass. Further ideas were explored including the option of making a better case for Scholarships, clarifying that current member rate actually only covers basic operating expenses for tour marketing and logistics as well as newsletter production. Current plan - keep membership renewal the same through 2026, pushing concept of $10 annual donation & impact in newsletter, member communications, etc. Consider revisiting membership rate for 2027 and beyond and/or adding an optional, suggested donation rate to members Consider setting and offering organizational membership rates for arts-based places / events (ie. Holiday Bazaar, etc.) for more collaboration opportunities	**Motion**: increase the 2027 Membership from $25 to $35 Dissent - $25 is too much for many members - may be too high a mountain to climb Discussion of previous cost increases including charging for the Member show
Tina - Newsletter **Discussion:** Update that no submissions had come in yet for the January edition. Consideration of adding Scholarship promo to this coming edition.		

Next steps: ● Begin writing a pitch for increasing or giving $10 as part of membership renewal toward scholarship ● Announce Member Meet & Greet for February (confirm location, time, venue with Lindsay)		
Barbara – Treasurer **Discussion:** Reminder that the Annual Report is due to be filed each May. Barbara will update the Governors listed to the current Officers. **Next Steps:** ● Follow up with Advancement org and/or directly with employment firms to explore matching funds processes. ● Collect IGA / Thriftway receipts and bring to Board meeting Gail H. has volunteered to hold these for collective submission	The Treasurer Report, Profit & Loss for the month and Profit & Loss for 2025 was sent out by email to Board Members prior to the Board Meeting. Mention that one Board member's partner was unable to identify VIVA as a possible Matching Funds option through Apple.com's corporate giving. Board member will forward email received to Treasurer. Suggestion to reach out to the coordinator of corporate donors for major area businesses that employ Vashon residents (Amazon, Apple, Microsoft, etc.) Possibly reach out to Washington State Advancement group for guidance Barbara suggested IGA and Thriftway receipts could be additional income for VIVA through their 1% Program, Thank U Rewards. We currently receive approx $50 per year from Thriftway.	
Slack presentation - Brooke **Next steps:** ● Board Members - Look for email instructions for downloading and joining SLACK (Brooke will send out) ● We will work to make SLACK operational at February meeting ● Discuss which channels will be created, who will have access to them, which things can include and/or would be useful to consultants, emeritus Board members, etc. ● Create admin access codes so that when Board roles change over, the format can be carried into the next iteration of the Board	Brooke presented SLACK - an internal networking app - which a few other members use regularly in work contexts. The concept is to have a VIVA Slack Group for current Board Members with channels devoted to various committees. Rationale for adopting this medium ● Email is cumbersome for a variety of reasons - often it is challenging to search for references to specific themes/ threads. ● Many members use email sparingly while others have extensive demand on their email meaning messages can get lost and/or issues get missed that might require a timely response It allows for back and forth dialogue about topics between members and keeps a record of these things ● It allows us to easily upload / archive notes, content for the dropbox, and administer internal polls, etc. ● Notifications can be set on SLACK to alert to VIVA-specific work. This can be for general meetings and/or for specific committee	**Motion:** *Adopt Slack for internal communications for VIVA Board - apply for basic plan, down the line we'll join as a non-profit organization for added features - this is a zero cost option.* **Motion Passes**

	work - meaning you can silence a channel when something is not active. ● AI integrates with Slack so you can easily get a “what did I miss” summary of various conversations that you subscribe to ● The SLACK app works on laptops as well as smartphones ● It is free to set up and for expanded needs, being a non-profit organization will entitle us to additional, free tools within SLACK. ● Permissions on SLACK can be set for the channel so that some topics can be public to all Board Members & registered consultants - while other conversations can be marked private for internal dialogue (ie. Board Only conversations, one-one messaging for organizing coverage in the event someone is unable to do a Board duty, etc.)	