

VIVA Board Meeting Minutes

10-10-24

Present: Barbara, Kedar, Tara, Lynn, Lindsay, Chris, Gale, Chuck, Zuz, Marla and on zoom, Annette and Sy

Treasurer report

There is a robust scholarship account and we are up to date on bills. There was discussion about donations for sponsoring the organization of VIVA as well as sponsoring ear-marked for scholarships. It was tabled for further discussion. This year, the scholarship fund includes memorium gifts, which make up more than 25% of the fund.

Tour Coordinator report

There are 44 stops. 10 studios have more than 3 artists; there are 7 galleries; and there are 150 participating artists in studio and gallery stops. There are 12 new stops. Also, VCA has the Miniature Show in December.

Lindsay estimates a fund of \$3,500 available for advertising, beyond the already-budgeted cards, brochures, posters. She presented a detailed chart of Spring 2024 income/expenses and this tour's income/expenses and proposed expenses for this tour's available \$3500.

Spring Tour 2024, we had 200 posters for the first time-too many- we are taking it back to 100, since our off-island advertising is shifting to mailing post cards to about 200 galleries, increased use of Instagram ads and reels and perhaps brochures at the big Bainbridge dock, as well as continuing with ferry screens on our triangle route and Bainbridge/Bremerton.

We discussed changing our on-island mailing of 6500 brochures to mailing 6500 larger sized post cards w/ QR codes and info sending them to our interactive website. This will save printing costs for brochures . We will have brochures in island-businesses. Last tour, we mailed brochures and had post-cards in businesses. We will have our regular sized post cards, (like the size that we send to galleries), for folks to take off-island and place in businesses. Our tour stops will have brochures.

Sy will check pricing for:

5000 postcards for off-island galleries, sent USPS

100 posters

5000 brochures for on-island businesses and the Bainbridge Dock-- what about the 1400 brochures for the 44 stops?

6500 mailing, larger postcards, for direct mailing to Vashon residences

2 large posters/maps for Swiftwater and VCA galleries

Lindsay suggested changing the Friday tour stop visits to include VIVA members as well as tour participants. We all concurred. It will be announced in the November newsletter. The split for morning/afternoon visits will be Cemetery Road again, (north/south).

Lindsay suggested changing the confusing off-island tour artist fee to \$75 for 1 tour w/ out a membership fee. We concurred.

The Board unanimously approved a new board member, Gail Hapeman, who was interviewed after our all-member meeting. Gale will let her know and welcome her.

The November meeting will be the second Thursday, the 14th.

Respectfully submitted, Marla Smith, Secretary