

Vashon Island Visual Artists (VIVA) Board Meeting Minutes

August 11, 2020 Zoom Meeting

Meeting called to order: 4:00 pm

Attendees: Board Members Brian Fisher, Chris Beck, Jean Echevarria, Marla Smith, Annette Messitt, Kristen Reitz-Green, Studio Tour Coordinator Sy Novak, Website Administrator Lindsay Hart.

DISCUSSION ITEM ONE: Treasurer's Report

- We have \$13,975 in the bank. Insurance has been paid. Proof of Insurance forms for studios are forthcoming, and Sy will send these out when they are available.

ITEM TWO: VIVA Art by Appointment

- Sy noted that one of our members had sent the PDF to everyone on her personal mailing list. She's had good success and thanked the board for the opportunity.
- We discussed whether we might purchase weather protected boxes to place brochures in high traffic areas. They seem to be expensive, but Sy will check her sources for better prices. We also suggested making brochures available at other locations such as farm stands.
- There is an opportunity to list VIVA Art by Appointment in the Seattle Times Fall Arts Guide. Although Kristen and Jean mentioned that off-island visitors are already on the island and visiting studios following safety protocols, Chris expressed reluctance to encourage visitors to Vashon as originally planned. It was agreed to add additional on-island encouragement to visit studios through the Beachcomber and by brochures. It will be especially helpful to intensify our visibility during the fall and pre-holiday season. Lindsay suggested that we might ask Sy to design a second poster with more of a holiday theme to use in the fall/winter.
- Cathy Sarkowsky donated an ad for Art by Appointment to the O Space movie nights, which will run during all showings. We appreciate this generous donation.
- Marla suggested that we find out if Voice of Vashon allows radio spots to advertise island events. Lindsay will check on that. The station is soliciting COVID stories, so they may be willing to do something for us. Brian will also look into getting a mention on one of the regular programs, and he made a connection to do this by the end of the meeting.
- Lindsay will start doing regular posts from the brochure to the VIVA Facebook site and Instagram. She'll contact the artists before posting. She is also looking at Pinterest and Twitter.

ITEM THREE: Newsletter

- Brian reminded us that Janice needs items for the newsletter by the 15th. Brian will write

something about the opportunity for artists to visit each other's studios by appointment. Chris is also preparing artist interviews.

ITEM FOUR: Miscellaneous

- Chris mentioned that since schools will be very different this year due to COVID that scholarships may be different, too.

Meeting Adjourned: 4:39 PM Minutes recorded by Jean Echevarria, VIVA Secretary