



May 8, 2026

VIVA May Board Meeting

Attended: Gale Lurie, Gail Hapeman, Barbara Newton, Tina Anderson, Christine Beck, Nance Leonhardt, Lindsay Hart, Sy Novak

Attachments  VIVA May Board Meeting

Meeting records  Transcript

Summary

Board members reviewed tour performance and internal organizational structure while addressing policy enforcement for event participation.

Tour performance and feedback

Affordable items priced under 50 dollars drove successful sales despite sparse high-ticket volume. The board decided against publicly addressing recent social media criticism.

Event policy and enforcement

Board Members will consult with Beall Greenhouse owners to address unauthorized non-member participation during tours. Protecting the integrity of the art tour brand remains the primary objective.

Organizational structure and planning

The board plans to evaluate the association coordinator role to optimize budget allocation. Future focus includes interviewing potential board members and reviewing internal survey feedback.

Next steps

- [Gale Lurie] Lead Meetings: Head the nonprofit meetings held at the library.
- [Lindsay Hart] Update Member Survey: Add the question about hosting artist visits/open studio days to the post-tour survey.
- [Lindsay Hart] Update Website: Add verbiage to the website description confirming the board is all volunteer.
- [Nancy Leonhardt] Idea - Develop Community Survey: Pull out and create a general community survey to determine expectations from the Viva Tour.
- [Lindsay Hart, Gale Lurie, Tina Anderson] Coordinate Meeting: Hold a sit down meeting with Beall Greenhouse people and Jennifer Hawk. Discuss non-member participation rules and unauthorized use of Viva branding.
 - [Lindsay Hart] Contact Owners: Contact Bill Greenhouse owners; propose meeting dates for the 22nd or 23rd.
 - (Tina Anderson) Report meeting outcome details on the #allviva Slack channel.
- [Gale Lurie] Define Role: Write a brief job description for prospective board member Ross Hogan.
- [Gale Lurie] Interview Candidate: Set up a formal interview for Ross Hogan regarding joining the board.
- [The group] Analyze Survey: Review detailed survey results, making notes to prioritize topics for the long discussion at the June 11th meeting.
- [Tina Anderson] Compile Newsletter: Gather and compile all content for the newsletter release next week.
- [The group] Review Coordinator Role: Discuss the necessity of the association coordinator role, job split potential, and budget allocation during the June board meeting.

Details

- **Meeting Attendance and Recording:** The meeting began with Nancy Leonhardt and Gail Hapeman confirming their presence and the functionality of the

recording system. Gail Hapeman acknowledged that the AI, "Gemini," was recording the minutes for their conversation ([00:00:00](#)).

- **Spring Tour Summary and Sales Observations:** Tina Anderson reported attending the info center opening and assisting with videos but did not participate in the full tour. They noted that traffic for the tour was "pretty good" but that sales were "pretty sparse for a few people" ([00:10:15](#)). Gail Hapeman further shared that although people seemed interested, they were not spending a lot of money ([00:11:29](#)).
- **Successful Low-Price Point Items:** Gale Lurie observed that affordable items, such as flower sack towels and cloth napkins priced at \$14 and \$24 respectively, were "flying off the shelf" ([00:11:29](#)). They concluded that items priced under \$50, with a price point median of \$47, were the most successful ([00:12:42](#)).
- **Treasury Report Review:** The treasury report was distributed to attendees, and Barbara Newton asked if there were any questions, indicating the report had been reviewed ([00:12:42](#)).
- **Proposal for Nonprofit Meetings at the Library:** The group discussed the idea of sending a rep to the nonprofit meetings at the library, which others thought was a "great idea" and that the organization "should do it". Gale Lurie volunteered to be the VIVA rep for this initiative ([00:13:46](#)).
- **Discussion on Negative Facebook Post:** The conversation shifted to a "nasty Facebook post" that had been taken down, with two options proposed for response: ignoring it or posting a thank you note to tour attendees that also mentions the board is all-volunteer and welcomes new members ([00:14:53](#)). The initial post, made by "Magenta Owl," expressed frustration with the Viva tour and management, specifically regarding outdated print media, lack of social media marketing, and money spent on salaries ([00:18:54](#)).
- **Board Members' Defense and Initial Response:** Barbara Newton recounted discovering the post, which grew to 68 comments before being taken down. Lindsay was notified ([00:16:17](#)). The speaker also noted that Karen Gillen, Michael Dar, and Lisa Witherspoon had all come to the defense of the board ([00:20:15](#)).
- **Nonprofit Structure and Compensation of Consultants:** Nancy Leonhardt noted that the frustrations voiced in the Facebook post align with some board experience feedback ([00:22:35](#)). Barbara Newton addressed the misconception from the post that Viva has paid employees, clarifying that they have two paid

consultants, and the board is all-volunteer ([00:21:23](#)). They also recalled that they need to create contracts with the two consultants, an item previously scheduled for discussion in June ([00:22:35](#)).

- **Artist Frustration and Marketing Concerns:** Nancy Leonhardt suggested that the post stemmed from frustration over low visitor turnout, which was being blamed on marketing materials, though they acknowledged it could be other factors like art quality or the economy ([00:23:49](#)). Tina Anderson defended Lindsay Hart's work, noting that the lack of engagement from studios in re-sharing or commenting on social media posts hindered the algorithm ([00:24:51](#)).
- **Decision on Responding to the Facebook Post:** Lindsay Hart advised against addressing the negative Facebook post since it was already removed, arguing that doing so would reopen the issue ([00:45:48](#)). The board decided to let the issue go for now ([00:49:19](#)). Lindsay Hart suggested adding verbiage to the website indicating that the board is all-volunteer ([00:47:53](#)).
- **Critique of association coordinator Compensation:** Barbara Newton raised concerns about the association coordinator's monthly payment of \$400 (\$4,800 annually), which they considered excessive ([00:35:27](#)). They suggested adjusting the compensation to free up funds for advertising, while acknowledging that the coordinator might quit this role as well as role of designer if their compensation is changed ([00:36:46](#)).
- **Restructuring the association coordinator Role:** The board discussed distributing the association coordinator's tasks, such as the member roster and the monthly newsletter, to other individuals, possibly a new board member ([00:38:05](#)). Gail Hapeman suggested that new board members should be offered specific available positions, such as a "member roster person," to ensure a better fit ([00:39:07](#)).
- **Artist Visits for the Tour:** Gale Lurie proposed bringing back the Friday artist visits between the two tour weekends, allowing studios to open for half a day for fellow artists to visit ([00:43:01](#)). The board decided to include a question about interest in hosting an open studio day for artists on the post-tour survey ([00:44:00](#)).
- **Concerns about Unaffiliated Artists at a Stop:** Lindsay Hart brought up a situation at the Beall Greenhouses stop, where a group of artists led by Jennifer Hawk, who were not Viva members or did not pay the artist fee, promoted themselves as being part of the tour ([00:50:20](#)) ([00:52:25](#)). Lindsay Hart stated

that they believed the non-member artists participating in the special event should pay a fee, perhaps a half-fee, to be associated with the tour ([00:55:58](#)).

- **Strategy for Addressing Non-Member Participation:** Sy Novak confirmed that one of the non-member artists, Stephen Rocketar, had not been a Viva member since the previous December and did not reup their membership for the current year. The board suggested having a sit-down meeting with the Beall Greenhouse people to address the situation and establish a clear understanding regarding unauthorized piggybacking on the tour ([00:58:48](#)).
- **The Need for Market Research on Factionalization:** Nancy Leonhardt suggested that the issue of "rogue things" and "factions away from Viva" requires broader market research to determine the fit of Viva's mission and whether partnerships could be leveraged for mutual interest ([01:00:44](#)). They suggested that Gale Lurie could raise this issue at the nonprofit meeting ([01:01:51](#)).
- **Clarifying the Rules for Popups Within Stops:** The discussion concluded by reiterating the need to clarify that independent groups cannot promote themselves using the Viva Art Tour brand. Gale Lurie emphasized that the unique situation involved a "popup within a stop" and requires clarification that this is not permissible without payment of a fee ([01:04:20](#)) ([01:06:19](#)).
- **Clarification Regarding Beltane Festival Inclusion in the Tour:** The discussion focused on how to address the Beltane festival using the same stop as a Viva tour artist and the possibility of integrating it into the tour with an associated fee. Lindsay Hart suggested that if the Beltane people want to claim they are part of the Viva tour, they should pay a fee, perhaps \$20, to participate since they are utilizing the tour stop ([01:07:27](#)). Nancy Leonhardt shared language used by the festival on Vashon's FBI community page, noting that their second posting definitely claimed themselves as a Viva stop ([01:08:35](#)).
- **Concerns about Non-Art Related Events in the Tour:** Sy Novak stated that the Viva tour is an art studio tour, whereas Beltane is a spiritual, Wiccan holiday with no connection to art, suggesting it should not be called in conjunction with the tour. Lindsay Hart countered that the Beltane event was selling art and operating as a marketplace, but they also expressed concern that opening up the tour beyond studios might lead back to having 45 studios, which the organization has been trying to move away from ([01:11:21](#)).
- **Strategy for Addressing the Beall Greenhouse Owners:** The group decided that the best approach is to speak directly with the owners of the Beall Greenhouse to discuss the situation and seek their input on how to deal with it fairly for

everyone involved ([01:12:34](#)). Barbara Newton emphasized that the owners' tenants are Viva members, and involving the owners would allow them to control the situation. Nancy Leonhardt noted that the current focus is on clarifying the past situation rather than making forward-looking decisions regarding future pagan market events ([01:20:14](#)).

- **Logistics and Scheduling of Meeting with Greenhouse Owners:** Lindsay Hart will contact the Beall Greenhouse owners to set up a meeting ([01:16:09](#)) ([01:21:00](#)). Possible dates for a Zoom meeting were discussed, including Friday, May 22nd, in the morning or Saturday, May 23rd, as the owners do not live on the island ([01:17:05](#)). The meeting will involve Gale Lurie, Tina Anderson and Lindsay Hart, and they will report back on the outcomes via Slack in the "#allviva" channel ([01:18:00](#)) ([01:21:00](#)).
- **Discussion of the Annual Member Meeting:** Lindsay Hart reminded the board about the annual meeting, which is typically held in September, and mentioned that the high school is the biggest location, which worked well in the past ([01:21:00](#)). The idea of having a potluck or bringing food was discussed, as it increases attendance and makes the event more enjoyable ([01:22:21](#)).
- **Considering Ross Hogan for a Board Position:** Ross Hogan, who is interested in joining the board to coordinate social activities, was discussed as a potential new board member ([01:23:03](#)). Nancy Leonhardt and Gale Lurie agreed that the next step should be for him to be formally interviewed by existing board members ([01:25:18](#)). It was also suggested that the role could potentially be expanded to include volunteer coordinator responsibilities, with the possibility of Hogan assisting in writing a concise job description ([01:26:09](#)).
- **Proposal for Board Retreat for Onboarding New Members:** Nancy Leonhardt proposed hosting a longer board retreat, like a half-day meeting, in October or September to strategically plan and onboard new board members all at once ([01:27:03](#)). While the idea of a retreat for current members to discuss organizational evolution and decision-making was welcomed, Gail Hapeman suggested it might be more comfortable and appropriate for new board members to participate after they have officially been asked to join the board ([01:30:35](#)).
- **Review of Board Member Survey Results:** Nancy Leonhardt shared the results of the survey that was sent to current and past board members, noting that 17 people had responded ([01:32:49](#)) ([01:35:00](#)). The results were posted on Slack in the agenda channel, showing that respondents generally found maintaining

consistency, innovation, and following rules and protocols to be important ([01:33:44](#)) ([01:36:16](#)). The open feedback summary highlighted organizational structure, “resistance to change”, and modernized marketing methods as significant areas for attention ([01:37:26](#)).

- **Planning to Address Survey Feedback:** The board agreed that they should set aside time to process the survey results and develop an action plan to address the feedback. It was suggested that the June 11th board meeting be extended to allow time for this discussion and to potentially share the findings verbally at the big member meeting in September ([01:37:26](#)).
- **Discussion on association coordinator Role and Budget:** The discussion turned to evaluating the need for the association coordinator position, held by Sy, in the context of budgeting and maximizing the use of funds ([01:43:56](#)). The consensus was that the discussion is not personal to Sy but rather about whether the board could absorb the association coordinator's duties to save money and redirect funds toward other areas, such as advertising. It was determined that the budget discussion should maintain focus on professional business practices ([01:45:35](#)).

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