

Attending: (In Person) Tara Brenno, Gail Hapeman, Barbara Newton, Tina Anderson, Chris Beck, Gale Lurie, Nance Leonhardt, Lisa Witherspoon
Next Meeting: Thursday, April 9, 2026

AGENDA ITEMS	Notes	Motions
<p><u>NEW BUSINESS</u> Organization Chart Studio ROUND UP: Art Swap, Shop & Shop Talk -Social Event (Nance)</p> <ul style="list-style-type: none"> ● April 4, 12-2 pm (people can come set up at 11) ● Location Liz Maxfield’s Studio ● Purpose - for members to visit, trade supplies, swap art pieces they don’t want, etc. 	<p>Prior to the start of this meeting, Brooke Gassiot announced via SLACK that she needed to step down from the Board.</p>	
<p>New Board Members & New Roles</p> <ul style="list-style-type: none"> ● Volunteer Coordinator ● New Board Members Recruiting & Onboarding Process ● Prospective New Folks <ul style="list-style-type: none"> ○ Melody (from Gale’s notes) ○ Tesse (proposed invitee) 	<p>Nance will add Volunteer Coordination to her duties Matching interests with opportunities</p> <p>She will connect with Sy and Lindsay to get names of people who have indicated interest in volunteering</p> <p>Chris and Gale interviewed Melody - last person in previous Board growth round (November 2025), new to the island she’s been very politically active in Shoreline - sister in law of Zoe...</p> <p>Didn’t discuss Tesse this time</p> <p>Gale will write up - Board Recruitment message for Tina to put in the Newsletter</p>	<p>Nance to add Volunteer Coordinator as independent to her duties as Secretary - motion passed</p>

<p>Association Coordinator + Design Services</p>	<p>Discussion about expenses related to Association Coordination and Design Services as part of broader discussion related to VIVA expenses. This arose in part due to recent audit of VIVA books</p> <p>Several lines of inquiry arose</p> <ul style="list-style-type: none"> ● Are consultants (both for this and other needs) retained on contracts? What are the terms? <ul style="list-style-type: none"> ○ They are not currently under contract ○ There was a conversation about revising this practice and formalizing contracts for consultants in order to <ul style="list-style-type: none"> ■ Anticipate annual expenditures and review of services ■ Explore annual opportunities to revise and/or alter approaches for PR / Marketing strategy ■ Protect consultants employment, including having a clear means to transfer work to another should a consultant become unable to work ■ Clarify scope of practice for consultant and ensure that work across VIVA organization is collaborative and symbiotic, vs. duplicating and/or overlapping other consultant or volunteer efforts <p>Next steps: explore what services are currently needed for VIVA, what alternatives may exist to reduce costs, what might be offered in a volunteer capacity and what should be separated into a contracted, consultant role</p>	<p>Motion: Table conversation about Association Coordination and Design Services- until June - Motion Passed</p>
<p><u>OPERATIONS</u></p> <p>Use of Slack</p> <ul style="list-style-type: none"> ● post proposed agenda items to this channel ● post any documents to review in advance of meetings here <p>Votes on Slack</p> <ul style="list-style-type: none"> ● between-meeting votes / polls on SLACK <p>Expectations on Response time</p> <ul style="list-style-type: none"> ● addressing last-minute information requests/ who needs to weigh in ● ask for response turnaround in advance ● quorum for rapid response 	<p>Discussion of how “last minute” requests are handled.</p> <p>Some Board members do not have the capacity to keep up with quick decisions. Current communication practices (email) do not allow for everyone to know where we are at in a decision making process.</p> <p>Step 1 - work to hold all decisions to Board meetings. When time sensitive matters arise - have them handled by</p> <p>A: routing urgent business to Gail H. to put to Board on an Urgent Business SLACK channel. If something flags on this channel, it is the expectation that Board members will respond in a timely fashion</p> <p>B. Separate important decisions for Board input from committee-level decisions - for example, the recent decisions about the Tour Center was important for the entire Board to weigh in on. Granular conversations about design matters may be better, and more efficiently handled by Tour or Newsletter committees.</p>	<p>Nance - added Urgent Business channel</p>

<p>decisions</p>		
<p>Treasurer (Barbara)</p>	<p>Treasurer's report - audit and review happened</p>	
<p>Scholarship (Tara & Lisa)</p> <ul style="list-style-type: none"> ● Notebook review ● Liz Maxfield workshop / fundraiser 	<p>Tara Brenno announced she is stepping down from the Board due to competing commitments. She expressed gratitude for the group and regret at needing to attend to her other responsibilities.</p> <p>Notebooks are coming on the 3/16 - Tara, Lisa, Gale and Chris will gather at Chris's home to look at notebooks! 12:00 - 2:00 on 3/16</p>	
<p>Newsletter (Tina)</p>	<p>Question - when I send something into the newsletter - why does it end up looking or being formatted differently? Many folks review content.</p>	
<p>Member Show (Gail)</p>	<p>Brief update from Gail on Member Show promotion.</p>	
<p>Tour (Lisa & Tina)</p> <ul style="list-style-type: none"> ● 6:25 Lindsay and Sy Report (please review attached documents before Thursday) <ul style="list-style-type: none"> ○ Media Options to Consider ○ Tour Holiday Report - blessing from us to publish in Newsletter? ○ Spring Tour Report - FYI 	<p>Review of Lindsay's tour report and proposal for expenditures were approved. It was decided that the Tour Coordinator position would remain funded at \$1400.</p> <p>Consultants joined at 6:25. The following summary generated by Gemini Mar 12, 2026</p> <p>Summary</p> <p>Technical issues were noted for the speaker, with tour logistics and budget planning discussed for the upcoming event.</p> <p>Finalizing Tour Materials and Deadlines</p> <p>The tour participation list is finalized, and brochure proofs are going to Jean Echiverria for final review before materials are sent to the printer by Friday or Monday. The website launch is planned for a few days before the tour, contingent on stops submitting extended descriptions and images.</p> <p>Tour Coordinator Compensation Confirmed</p>	

Financial recommendations for the tour coordinator role were approved, with Lindsay Hart set to be paid \$1,400 to establish a sustainable compensation rate for future years. Promotional budget and low-cost digital exposure options were discussed, with promotional expense data, including impressions and click counts, added to the spreadsheet for better transparency.

Print Production Status and Correction

Hard copies of the tour brochure, postcard, and poster have been printed and are ready for the proofed, with the cover image receiving compliments. A correction is needed for the postcard proof, which incorrectly displayed the year “2025,” requiring Sy Novak to resend the most recent version.

Details

- **Website and Social Media Updates:** Lindsay Hart is waiting for the stops to upload their additional information, extended descriptions, and images to begin work on the website. The plan is to launch the website a few days before the tour days. The homepage has already been updated with the new cover image from Jean and Emmens, and work is being done on resizing the internal map. Lindsay Hart plans to start social media posts the following day, announcing Jean as the cover artist ([00:02:32](#)).
- **Promotional Budget and Opportunities:** Lindsay Hart discussed the tour budget and promotional spending, noting that they had identified some potential, low-cost digital exposure options, such as through a weekly publication in Tacoma ([00:02:32](#)). They suggested considering some options for later in the year, like around Christmas, but requested feedback and questions on the budget they had prepared ([00:04:04](#)).
- **Gathering Participant Descriptions for the Website:** Lindsay Hart confirmed they would be sending out a reminder and would also

send a blurb about the deadline to Tina for inclusion in the newsletter

- **Discussion of Tour Coordinator Compensation:** The Board confirmed that they would proceed with Lindsay Hart's financial recommendations based on their expertise.
- **Transparency in Promotional Expense Data:** Lindsay Hart addressed previous questions regarding promotional expenses, noting that they had added data such as "impressions" and click counts to the budget spreadsheet for better clarity. Lindsay Hart noted that a previous West Seattle blog promotion resulted in 206 clicks, which they considered a positive outcome, especially since the value extends beyond just the clicks,
- **Future Tour Planning and Technical Solutions:** Lindsay Hart plans to meet with the tour center staff to discuss logistics and confirm their preferred locations during the week after next. Lindsay Hart also shared an idea to implement a low-cost tablet at the tour center to allow visitors to use the website's search functionality (by medium or artist name), which is currently not easily done on the existing touchscreen monitor
- **Status of Print Materials Production:** Sy Novak confirmed that the hard copies of the tour brochure, postcard, and poster have been prepared and are ready to be sent to the printer.. The board has already proofed the poster and postcard and provided input, and Sy Novak feels the materials are coming together well, noting that the cover image has received many compliments.
- **Correction Needed for Postcard Date:** The Board referenced an email sent that afternoon, identified that the postcard proof still displayed the year "2025," indicating an older version had been sent. Sy Novak agreed to resend the most recent version of the postcard.. Tina Anderson said she might have some additional edits / suggestions to offer outside the meeting before the final went to the printer.

	<ul style="list-style-type: none">● Cover Image Selection and Feedback: Regarding the selection of the cover image, Sy Novak confirmed that the painting received the most votes by a significant margin, though the vote may not have been completely unanimous. Nancy Leonhardt praised the painting and suggested the artist might be encouraged to sell small, affordable Giclée prints of the image at the tour center as a potential revenue opportunity.● Logistics of Selling Prints at the Tour Center: Sy Novak expressed confidence that the cover artist would be open to selling prints, as they are very excited about the cover feature. Lindsay Hart cautioned that logistics, such as payment methods (e.g., Venmo), would need to be sorted out, as Viva does not handle sales. Tina Anderson and Lisa Witherspoon agreed to take on coordinating the logistics of print sales with Lindsay Hart before reaching out to the artist.● Overall Project Status and Next Steps: Sy Novak reported that everything seems to be progressing smoothly, but emphasized the need to ensure all PDFs are sent out as a backup in case the printing process is delayed. Lindsay Hart confirmed they are ahead of schedule thanks to Sy Novak's efforts. Lindsay Hart planned to touch base with Tina and Lisa the following Monday to review the final spreadsheets regarding tasks and assignments.	
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