

VIVA September board meeting

Sep 11, 2026

Gale Lurie, Gail Hapeman, Barbara Newton, Tina Anderson, Melody Fosmore, Ross Hogin, Nance Leonhardt

Financial savings and brochure redesigns and communication policies implemented for community arts organization.

Insurance and Financial Oversight

- Barbara will split the insurance over 3 events in future - Two tours and our member meeting. There was discussion about if it is necessary to insure the annual member meeting.
- The board identified \$4,800 in annual savings by eliminating the tour association coordinator position.

Studio Tour Brochure and Accessibility

- The board decided to include wheelchair accessibility markers in the tour brochure to enhance inclusivity.
- Proposed updating the brochure format to list all participating artists by removing mailing panels to reclaim space.
- Survey results confirmed high engagement, receiving 63 responses from active or past tour participants.

Organizational Communication and Procedures

- Established a policy to send email blasts 3 to 4 days prior to social events.
- The board formalized a rule requiring agenda items to be submitted at least 24 hours before meetings.
- Board Members are required to document their current roles and subtasks via email to create updated job descriptions.

Membership Social Events

- Confirmed a coffee hour event for September 30th from 1:00 PM to 2:00 PM.
- Scheduled an artist event for October 22nd from 6:00 PM to 8:00 PM at Dragon's Head.

Brochure Redesign and Content Strategy

- Established the objective to list every participating artist by name and medium in the brochure.

- Approved removing the mailing panel from the brochure to increase available space for artist listings.
- Prioritized immediate decision-making to align with production deadlines for the upcoming tour.
- Concluded that increasing the brochure size is unnecessary if existing mailing space is repurposed.

Distribution and Printing Logistics

- Proposed utilizing postcards for off-island mailing requirements to replace the direct mail function of the brochure.
- Strategized reducing total print volume to manage potential budget impacts resulting from design changes.
- Shifted distribution strategy toward high-traffic public locations on the island rather than direct mail.
- Retained the standard folding poster format as part of the tour promotional materials.

Next steps

- ☐ [Barbara]split insurance over next three meetings, explore whether we need to insure the member meetings / social gatherings.
- ☐ [Gail] Process Receipts: Compile and calculate the total from the IG receipts for the year using a computer.
- ☐ [Nance & Ross] Nance Instruct Ross on how to locate and view the volunteer survey results via Google Drive.
- ☐ [Tina] Resend Survey: Email the member survey to the specific list of individuals who have not yet responded.
- ☐ [Nancy Leonhardt] Share Documents: Show Melody where the organizational chart, bylaws, and job descriptions are stored on the website and Slack.
- ☐ [Ross] Create Poster: Produce a handmade poster for the coffee hour and display it in the designated window.
- ☐ [Ross] Share Event Info: Provide the upcoming coffee hour event details to Tina.
- ☐ [Gail] Roleplay Strategies: Practice sponsorship solicitation strategies with Brian Fisher.
- ☐ [Ross] Coordinate Cider Event: Plan a fire cider and herbal concoctions workshop for members.
- ☐ [The group] Submit Agenda Items: Provide meeting agenda items to the president at least 24 hours in advance of the meeting.
- ☐ [The group] Draft Job Descriptions: Email content and headers describing current roles and subtasks to the president for documentation purposes.
- ☐ [Gail] Photograph Brochure: Take pictures of the physical brochure, including the front and back, and upload the images to the Slack channel.

- ☐ [Ross] Contact Designer: Explain to Sy that mailing panels will be removed from the brochure to create space for listing all participating artist names.
- ☐ [Ross] Coordinate Brochure Plan: Work with Tina and Lindsay to verify the artist list and submission deadlines prior to finalizing instructions for the designer.
- ☐ [The group] Research Printing Costs: Request competitive printing quotes to identify potential savings compared to current production costs.

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