

Wednesday, July 31, 2019

Quarterly Board Meeting Minutes

July 31, 2019 – 6:30pm to 8:35pm

Conference Call - Dial In: 712-770-8028 Conference Code:918945

Attendees: Joey Bibeau, Jean Cannon, Tony Conner, Adrienne Fisher, Martin Lalonde, Jane Sandberg, Judith Selin, Chris Sumner, Lauren Wooden

Agenda

6:30– 6:35 Approval of Minutes for May 5 Board Conference Call

Lauren Wooden made a motion to accept the May 5th meeting minutes; Jane Sandburg seconded the motion. The minutes were approved.

6:35 – 6:45 Treasurer’s Report - Chris Sumner (Full financial statement is attached.)

Chris reported that the VWS finances are in good order. Lauren’s work on collecting dues for 2019 means that we are very far ahead compared to recent years. Thank you, Lauren. Expenditures for the year are low with only two major outlays so far.

Payment for the Spring Juror has been sent.

Payments for upcoming Hub activities are in process – payment for Susan Abbott and for rental of a church hall.

Jean Cannon made a motion to accept the Treasure’s report as written. Adrienne Fisher seconded it. The motion passed.

6:45 – 7:15 Director’s Reports Review

VWS Exhibition Directors Report – Jean Cannon

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1. Our Spring show at Southern Vermont Art Center: 35 pieces were chosen for the show out of 71 pieces submitted. 41 artists submitted work. One person whose piece was chosen did not get his work to the gallery. SVAC counted 50 people at the opening. The show looked beautiful. I helped a bit with the hanging, but it was mostly done by the very competent gallery staff . There were three sales. This is a good venue for us because it is a popular spot in a busy tourist town. I was happy to hear from the Gallery director that she felt very positive about our organization.

2. We have switched to Entry Thingy as a platform for submitting to shows. This was recommended to me by Steve Hamiln, who is the web person for the New England Watercolor Society. It's a good thing we made the switch when we did because Eric Gottesman and Art Show Manager is a thing of the past - no longer in business. Thanks to all who helped me navigate this.

3. The Prospectus for the Fall Awards Show is out. I have submitted reminders to Judith to publish but have not heard back from her. Deadline is August 15th and the info. is up on the much improved new website.

4. We are offering \$800 in awards for our Awards Show. I would really like to get that number higher and spoke to Gary Eckhart about this. He says it takes some persistent badgering of people. The Green Mountain WC Exhibit offered more than \$6,000 in awards this summer! I am planning on approaching Holbein about a materials award. If any of you know of watercolor aficionados who might be convinced to contribute a cash award, please talk to me...and to them!

5. The Spring Show will be at the Gruppe Gallery in Jericho.

VWS Program Director's Report– Joey Bibeau

2019 VWS Fall Meeting

Our annual fall meeting is scheduled for Saturday, Nov. 9th at the Middlebury Inn. The date is a bit later than usual due to all October weekend dates being booked at the inn. The meeting agenda is still in early development. I will be emailing donation requests with the hope of procuring swag bags items for meeting attendees.

VWS Summer Workshop

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I have begun searching for a replacement instructor to conduct our 2020 VWS sponsored workshop. The artist/instructor I had scheduled, Joyce Hicks, has informed me she will not be able to fulfill her commitment to conduct our workshop. Her husband has a medical issue and is in need of care, requiring her to cancel all her planned workshops for next year.

I believe our 2019 workshop with Andy Evansen was successful. I have not heard anything to suggest otherwise. I did speak to one participant who found it to be a positive and rewarding experience.

Communication Director's Report– Judith Selin

1. Newsletters continue to go out by the first of the month. I have been doing more retyping of submissions of late and want to remind everyone please do not send PDF's for entries. Those need retyping.
2. The Newsletter is sent using a service called Constant Contact. To date it renews automatically every year. The next billing cycle begins on 8-2-19 thru 8-2-20. We have been receiving a 30% discount on rates because we prepay for the full year. I called them to request that we hold off (temporarily) from paying the full twelve months in advance, to give us a month breather to discuss whether we continue with Constant Contact or try something new that is connected to the new website? I am open to learning a new program if such a thing is available. I am not familiar with Squarespace. Who knows about this?
3. As far as cost goes to continue with Constant Contact, I had one of the tech support folks help me to get our current list of Newsletter recipients paired down to under 500 which gives us a significant reduction in rates. In the past we have been paying \$31.50/month. The new rate will be \$14.00/month. Both of these rates reflect the 30% discount for full year payment.

(The names we took off were only those who had not opened ANY of the emails in over two years.)
4. Now that we have an updated member list from Lauren, I can import that into the Constant Contact site if we choose to continue with the program. I now feel confident about merging the lists and making corrections. Currently, Lauren's new list shows 257 members, while the Constant Contact list is 488. If we do migrate her new list to Constant Contact, I was told they prefer the list to be in a .csv format but can make due with an xls. list if necessary.
5. My daughter is tweaking the new VWS logo and promises it by the end of this week. It needs to be sent to Tony Conner.

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6. Lastly, already the VWS website grows old under the News/Events category. Can we discuss the process/connection between Newsletter and Website?

Discussion: Tony will ask Vickie Herzberg to take the Newsletter and current announcements and post them into the News and Events section and put a link to the Newsletter.

Judith researched Constant Contact as well as Squarespace for sending out the Newsletter as well as other communications. She outlined the parameters and their costs.

Chris Sumner made a motion to stay with Contact Contact and continue to evaluate our needs and which platform would best meet them. Judith Selin seconded it. The motion passed.

It was then decided that any reminders of meetings, Hub events, etc. would go out to the membership on the 10th and 20th of the month. They would be submitted to the Directors who would submit them to Judith. (The Newsletter would continue to come out the first of the month.)

Membership Director's Report - Lauren Wooden

This report is for the period from 5-1-19 to 7-31-19

Members (Current - paid through 2019)	198
Student Members (nonpaying)	31
Members Unpaid (paid through 2018)	17
Lapsed Members (paid through 2017)	11

Total VWS Membership: 257

There were **8 new members from 5-1 through 7-31**
72 Members paid dues via PayPal.

Lauren will forward our current membership directory (minus student members) to the Board.

The Membership Directory will be online with password protection.

Exhibits Director's Report - Jean Cannon

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Hub Director's Report - Jane Sandberg

I have mailed the updated Hub Guides, Support Group tutorial and Chris's new Request for Funds Form to the Hub leaders.

Westside Hub is having their second workshop. Cynthia Rosen is presenting a Plein Air workshop on August 8th to 11 participants. Free to Westside Hub members; \$35 to non-Westiders.

The Connecticut Valley Hub planned 3 Plein Air days in June, to Hildene, July, to St Gaudens, and August 8 to The Fells in NH. They had talked about having a show at the South Londonderry Library in September/October. I haven't heard any more about that. They will have a hub show in October/November in Tunbridge. An October 31 workshop with Shari Blaukopf is planned.

No News from Burlington or Central Hubs.

Discussion about the amount of allocation for the newly organized hubs. The base of \$300 per hub in addition to an amount based on the number of members currently on today's membership list will be used to calculate the allocation. The Board agreed with Chris' suggestion that we wait until the next board meeting to determine the exact amounts.

7:15 – 7:30 Website Migration/Member Gallery Migration Proposal -Tony Conner

Migration of the VWS Website from the old platform to the new platform was completed in mid-June. The final task, migration of the old domain name – “vermontwatercolorsociety.com” to the new site completed on June 29th.

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Vickie Herzberg and I both received training from Natasha Wheel on June 25th.

Overall, the new platform is much easier to use, manage and provides a great deal of formatting flexibility.

PayPal has been integrated onto the site for online payments. Creation of forms to receive information from both members and non-members is easy.

Squarespace also has an integrated email marketing platform that makes it easy to build a mailing list and will also work for member mailings as well. Additional cost for this feature.

The next phase of this project involves migrating the member galleries from the old platform to the new. There are currently 101 member gallery pages on the old platform.

We have received a proposal from Natasha Wheel for this work. Proposal is a separate attachment. It was decided not to migrate the Gallery Pages from the old website. Tony will notify Natasha of this decision.

Discussion: After a great deal of discussion, the board felt that the Gallery Pages were a benefit to the membership. The board's decision to keep the Members' Gallery Pages ended with a motion to create a form that will standardize the artist's information and required format for members to submit to Tony. This form, as well as the rationale, will be completed by August 31st and will appear in the September Newsletter. It will be available for all members in good standing who will either recreate their gallery page or submit a new gallery page for the new Website. We also discussed the need to have a process for purging the pages, if the artist is no longer a member. We will continue to evaluate the concept of the Gallery Pages in general. (In addition the form will include a question about having personal information on the website.)

(Vickie H., Tony and perhaps Natasha will develop the form and the specifications for formatting the submissions by August 31.)

The motion to develop a form with specifications was made by Martin Lalonde and seconded by Judith Selin. The motion passed unanimously.

7:30 – 7:45 2020 Regional Open Exhibit – update from Tony Conner

As discussed during our May meeting, the planned location for our 2020 Regional Open Exhibit –

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Southern Vermont College's Laumeister Center – is currently closed. All properties and assets of the now defunct College are being managed by an independent consultant.

The College's creditors are working with the consultant to reach an agreement on sale of the campus in whole or part, in order to collect as much as possible on the outstanding debts. As it stands now, this includes the Laumeister Center.

One important development since May is that Bruce and Elizabeth Laumeister, original owners, are suing to have the property returned to them and their control. This has initiated a legal process that will take some time to be resolved.

I do not think we can be confident that any of this will be resolved in the next few months and recommend we postpone plans for a Regional Open until 2021 at earliest.

7:45 – 8:00 New Database Project

We currently employ two local databases to track information about our members. One is used by the Membership Director to keep track of members, contact info, and paid membership status. The other is used by Vickie Herzberg to track attainment of Signature Membership. Neither database "talks" to each other. Both are based on the two individuals local computers. Both Lauren and Vickie must set up and run any information reports that are needed by themselves or by any other Officer or Director.

We could improve tracking of member info and efficiency of access with a single, online database and am recommending that we solicit proposals from folks who can help us understand our exact needs and to help us find the best fit from the many choices.

Discussion: Tony will explore a way to have a common, Cloud-based proposal to integrate membership data, communications, contact information and Signature status.

8:08 – 8:15 I Can Paint Program – Tony Conner

Mark Neilsen has been working as the point person for the I Can Paint Program for a number of years. He has decided to step down from the position effective immediately. At the same time, activity in the program has declined somewhat over the past couple of years. Tony will ask Claudia to fill the one request we've had for this year.

This seems to provide us a few options:

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1. Find a new point person and continue as is
2. Take time to pause the program for a bit. Then evaluate, re-align and re-set
3. Abandon this program and replace with something different

It was decided to have this discussion at our fall meeting.

8:15 – 8:30 Open Discussion

1. Martin LaLonde- The DVD's are in the capable hands of Marcel Etienne, who is fulfilling requests. Also, he suggested that we look at the companies' names that we put on our VWS website, as Partners. One thought would be to ask them to make a contribution to support an Award for our Fall juried show.

2. Chris Sumner developed a new form for Requesting Reimbursement.

3. Judith will send the logo she designed to Laurie Peckam, the graphic designer for VWS

8:30 – 8:35 **Date for Next Meeting** - Tony will send out possible dates.

8:35 Adjourn: Adrienne Fisher made a motion to adjourn the meeting. Jane Sandberg seconded. The motion passed.

Respectfully submitted,

Adrienne Fisher, Secretary

10:59 AM
07/05/19
Accrual Basis

Vermont Watercolor Society LTD
Statement of Activities vs. Budget
January through June 2019

	Jan - Jun 19	Budget
Ordinary Income/Expense		
Income		
400 · Direct Public Support	15.00	
420 · Membership Dues-Current	6,791.07	7,700.00
421 · Membership Dues - Prior Years	35.00	
430 · Program Income		
431 · Spring Event Revenue		
432 · Spring Event Expenses	-175.00	-1,500.00
431 · Spring Event Revenue - Other	595.00	2,000.00
Total 431 · Spring Event Revenue	420.00	500.00
433 · Fall Annual Meeting Revenue		
434 · Fall Meeting Expenses	0.00	-1,600.00
433 · Fall Annual Meeting Revenue - O...	0.00	1,500.00
Total 433 · Fall Annual Meeting Revenue	0.00	-100.00
437 · Juried Shows Revenue		
438 · Juried Show Expenses	-629.76	-1,800.00
437 · Juried Shows Revenue - Other	1,050.00	3,000.00
Total 437 · Juried Shows Revenue	420.24	1,200.00
439 · Workshops Revenue		
440 · Workshop Expenses	-4,871.30	-4,000.00
439 · Workshops Revenue - Other	7,950.00	4,500.00
Total 439 · Workshops Revenue	3,078.70	500.00
Total 430 · Program Income	3,918.94	2,100.00
Total Income	10,760.01	9,800.00
Expense		
452 · I Can Paint Program Expenses	0.00	2,200.00
460 · Hub Expenses		
463 · Burlington/St Albans	1,045.00	1,388.00
469 · Central	0.00	1,127.00
470 · CT River	0.00	1,427.00
471 · Westside	395.00	1,058.00
Total 460 · Hub Expenses	1,440.00	5,000.00
480 · Media Library Expenses	5.50	150.00
500 · Bookkeeping & Accounting	1,215.00	1,800.00
501 · Office Supplies	9.78	400.00
502 · Insurances	1,323.00	1,700.00
504 · Society Meeting Expenses	0.00	250.00
506 · Postage & Mailing	23.42	500.00
508 · Donations	0.00	100.00
509 · Computer Expense	0.00	350.00
510 · Website Expenses	2,586.00	100.00
511 · Advertising & Promotion	0.00	700.00
69810 · Bank Service Charges	79.51	100.00
Total Expense	6,682.21	13,350.00
Net Ordinary Income	4,077.80	-3,550.00
Other Income/Expense		
Other Income		
605 · MM Interest Earned	9.77	15.00
Total Other Income	9.77	15.00
Net Other Income	9.77	15.00
Net Income	4,087.57	-3,535.00

11:07 AM
 07/05/19
 Accrual Basis

Vermont Watercolor Society LTD
Statement of Financial Position
 As of June 30, 2019

	Jun 30, 19
ASSETS	
Current Assets	
Checking/Savings	
101 · Community/Merchants - Operating	2,995.15
102 · Community/Merchants - Educ	2,962.71
103 · Community/Merchants - Reserve	28,158.56
Total Checking/Savings	34,116.42
Accounts Receivable	
120 · Accounts Receivable	106.07
Total Accounts Receivable	106.07
Other Current Assets	
12000 · Undeposited Funds	1,145.00
Total Other Current Assets	1,145.00
Total Current Assets	35,367.49
TOTAL ASSETS	<u>35,367.49</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
200 · Accounts Payable	282.75
Total Accounts Payable	282.75
Other Current Liabilities	
202 · Prepaid Dues	140.00
Total Other Current Liabilities	140.00
Total Current Liabilities	422.75
Total Liabilities	422.75
Equity	
300 · Unrestricted Net Assets	27,859.46
305 · Dedicated Net Assets	2,962.71
Net Income	4,122.57
Total Equity	34,944.74
TOTAL LIABILITIES & EQUITY	<u>35,367.49</u>