

Vermont Watercolor Society Board Meeting held at the
Gifford Medical Center, Randolph, Vermont on
Sunday, October 12, 2014

Mark Nielsen presided over the meeting that began at 9:30 a.m. Present were: Amanda Amend, Charles Norris-Brown, Claudia Carl, Martin LaLonde, Michelle LeBoeuf, Mark Nielsen and Loretta Weitzel.

Minutes:

The minutes of the September 21 meeting were approved following clarification and discussion.

Amanda clarified that the education fund was voted on at the previous meeting to be a "restricted fund" (refer to minutes of 9/21 - Student Support Program).

Charles raised the importance of having the minutes include a copy of written reports submitted. The board agreed that going forward, written reports will append the minutes, providing a more thorough recording.

Treasurer's Report:

The treasurer's report was approved following presentation and review by Amanda. Program income is continuing to come in and the figures are higher than on the report. The reports are in a transition period as VWS moves to using Quick Books. Carlton, our incoming treasurer and Betty, our bookkeeper, are working to smooth the transition and clear up any discrepancies. It was pointed out that the Burlington Hub expenses look high but when one looks at the size of the income they bring in, it all balances and they are within budget. The VWS different expense categories (meals, transportation, costs re programs/workshops) will be reviewed and adjusted by Carlton and Betty. Guidelines will be given to directors and volunteers as they submit for expenses.

Net income was reported as \$4,480.37. VWS income has increased by \$1,489.49 (see handwritten figure on treasurer's report).

\$3,660.54 went to education outreach. Money for outreach is still coming in and the gap from the original budget will decrease. At present, under \$1,000 has been spent over the original budgeted amount. VWS has made a commitment to the education fund.

The proposed budget will be reviewed by Amanda and Mark this week before the booklets are printed for the Annual Meeting. The Volunteer List will be reviewed during the second half of this board meeting and names will be included in the meeting program.

Hubs – Pam Dexter submitted hub goals for 2015. The Hub Director will continue to "promote hub activities". The activities will include: 1. Solidify the funding request and reimbursement procedures. a. work with the new treasurer and Amanda and b. construct a flow chart of procedures for the hub point persons. 2. Keep in contact with new hub point people to offer support and information. 3. Work with Charles in finding a new point person for the Burlington/St. Albans Hub. 4. Organize an annual hub point person rally (researching May 2015). 5. Continue to search for Assistant Director of Hubs who would then work into being Hub Director.

Hub Events for 2015 will be listed as an addendum to minutes.

Exhibition's Report:

Charles and Loretta reported on Exhibitions.

Loretta reported that the Grafton Show has been well received. Three paintings have sold. Charles reported that Lynn Cummings, Pam Dexter and Donna Lund have sold their work.

Loretta reported that Tony, Charles and Sarah will be taking down the show on Tuesday. Charles read the list of the 2014 Award Recipients. The names are posted on our VWS website. Loretta will write a thank you to John Salminen for generously donating the Juror's Award. Charles will send out a reminder for artists to pick up their work this week.

Our next show will be in April at the Gruppe Gallery. Rob and Charles will coordinate. A contract is in place and it was recommended that communication with them be ongoing.

The Taylor Gallery at Kimball Union Academy will host our 2015 award show. On Wednesday Charles and Rob will be meeting with Julie Haskell. Loretta showed the show invitation sent out to artists, students, alumni and friends for the current show.

AVA will be the host for the first VWS 2016 show we have secured. Rob recently received word that the Exhibitions Committee at AVA will be contacting us shortly with the exact dates. Rob and Charles will coordinate this show. Rob has suggested "The Vanishing Landscape" as a theme if AVA wants a theme and approves.

Re future venues, the Round Barn in Waitsfield was suggested.

Programs:

Claudia reported that she is receiving both annual meeting and membership checks. She recently received some checks for the past year 2014. Martin is incoming program director and will work with Claudia to make a smooth transition. Claudia reported on the importance of writing an acknowledgement for membership dues, programs/workshops and any checks received as a donation. There is often a window of time before the checks are processed and the note serves not only as a thank you but confirms that a check has been accepted and will be processed.

Re termination letters to members – Mark reported that he has written a letter that serves as a reminder that dues have not been paid. The letter will not be sent in January 2015 but rather a few months into the year. If for any reason a member is in jeopardy of losing their signature status, Mark will make a telephone call. It is helpful for VWS to be notified when contact info changes or someone passes away.

Membership:

Michelle maintains the membership files.

Vicky Hertzberg maintains the Painting database and tracks signature status files. Our membership continues to grow although there is an indication from emails sent to Mark that we are losing some members.

Communications:

There was no formal report. Charles noted that Constant Contact has an opening percentage rate of 50%. It was pointed out that the board has full access to Constant Contact to communicate with members.

The positions of Communication Director and Director of Volunteers are open. We are also in need of a replacement for Don Dalton. Don updates and maintains the VWS website and would like us to find someone to take this position.

Volunteer Director:

Charles has assembled a comprehensive list of volunteers. The list will appear in the Annual Meeting booklet. Point People will be recognized, as well as members assisting activities, workshops or programs, going beyond the norm in helping, etc. Charles noted that Burlington is in need of a point person.

Conflict of Interest :

The board discussed that VWS members are not permitted by law to receive remuneration for personal gain. We were reminded that all members should receive preapproval before they commit to funds and expect reimbursement by VWS. When holding a workshop, VWS members should clearly identify VWS based activities (i.e. hub) vs. workshops they hold as part of their personal business. Hub activities may be eligible for reimbursement and are covered by our general liability insurance but personal projects and workshops are not.

Fall Annual Meeting Program Details and Recognition:

Claudia will coordinate with Michelle to have the list of attendees alphabetized. There are no by-laws changes at the annual meeting this year. Members will be asked to approve the budget and the slate of candidates will be presented. We will elect officers for 2015/2016. Recognition will be given to retiring board members, point persons, the list of volunteers and the volunteer(s) of the year. Recognition will be given in the form of a certificate to volunteers. Pam will recognize the outgoing hub volunteers. The board decided that it will not issue certificates to retiring board members. The volunteer recognition certificates will be made by Charles. There will also be certificates for signature status. Mark will ask Diane Bell if she will make the signature status awards. Diane has made the awards in the past and has the template. Diane is incoming secretary for 2015. Our new members will be recognized.

The two open positions – Dir. of Volunteers and Communications (public relations, newsletter) will hopefully be filled with nominations from the floor.

Amanda will give recognition in memory of Larry Coffin.

Ann Pembar will give a talk/demo in the afternoon.

Claudia reported that there will be a raffle with a prize from Cheap Joes, and everyone will receive a goodie bag. We are hopeful to have 50 – 55 people in attendance at the Annual Meeting. New DVD's are available for borrowing. There will be a workshop display and sign up for Frank Eber's workshop in 2015.

The Board worked through lunch.

Policy Adjustment:

The Board discussed VWS' policy of holding two to three member shows each year. The board will continuously work to always have at least two shows so that members may achieve signature status within the timeframe of five years. **The board approved a motion to extend by one year, the window to achieve signature status, to any current member in the process of working on achieving signatory status during the year of 2014.** The existing policy of a 5 year window is unchanged for all those who do not include 2014 in the years counted.

Development Committee:

Jan Olmstead and Perry Williamson will work on development, creating a mission statement. Development's goal will be to set forth a strategy for raising money. For initial planning purposes the goal is to raise \$3,000. The goal amount may be revised once the strategy is established by the committee. Wording for fund donations for the website and brochure as well as inclusion in the membership forms (new members and renewals) will be written. At the present time, members can make checks payable to "VWS Education Fund". Checks should be separate from programs, activities and dues. In the coming year, as the VWS works on development, VWS will research and apply for Grants and matching funds from organizations such as the Vermont Arts Council.

The board noted that \$3,600 has been spent from the VWS Education Fund this year. This amount includes reimbursements to several classes prior to the establishment of the fund formally and that explains the \$600+ difference in spending level from the \$3,000 that was approved as part of the formularization of the fund.

List of Volunteers for recognition in 2014:

The Board went over the list of volunteers to receive recognition and the areas in which they volunteered.

Other topics -board meeting attendance:

The board encourages board member commitment to working together and requests participation with representation at board meetings. It will be helpful to the Board if a director will submit a written report and arrange to have someone represent them at a meeting they are not able to attend. This will assure a quorum at all meetings.

There being no further business, we adjourned at 2:15 p.m.

Respectfully submitted,
Loretta Weitzel