

Meeting of the Vermont Watercolor Society Board of Directors
Held via Conference at 9 a.m. on Sunday, March 30, 2014

Present: Amanda Amend, Charles Norris-Brown, Claudia Carl, Michelle LeBoeuf,
Mark Nielsen, Rob O'Brien, Sarah Rosedahl, Tony Connor and Loretta Weitzel

Mark Nielsen, President, opened the meeting at 9:00 a.m.

The minutes from the January 12, 2014 meeting were approved as written with changes to the spelling of Jeziorski and LeBoeuf.

The treasurer's report, presented by Amanda Amend, for the period January through December 2013 was approved as submitted. The total income was \$24,285.69 and total expense was \$25,397.28. Amanda explained that there was a net loss of \$1,111.59 (for expenses over money brought in).

Hub Report – The Board accepted Pam Dexter's report as submitted in writing. Mark remarked that Pam had hit a "homerun" on her communications. Hub topics will continue to appear in Snippets.

Exhibitions – Rob Obrien reported that the spring show in Londonderry is cancelled because the gallery is closing for FEMA repairs. The first VWS show for 2014 will be the Award Show. This show is a Windham Foundation Show to be held in Grafton. Peter Jeziorski will work with VWS. Peter is currently in Arizona and will be returning in May. Rob will write an article for VWS' newsletter later today setting forth the dates and times that have been confirmed. The show is tentatively going to run September 21 through Columbus Day. The opening will be, Saturday, September 27, 2014. There will be two jurors for the show. Rob has asked John Salminen to be the selection juror and has offered him a stipend of \$250. Claudia's material shows that John asks for a fee of \$400 as juror for selection and awards. Rob will follow up with John and will confirm that selections will be made from either the program or from digital submittals on the web. Rob asked for names of people to consider as an award juror for the Grafton show. Susan Abbott and Kathleen Kolb of Middlebury were suggested. The amount VWS has budgeted for jurors in 2014 is \$1,200.

VWS is looking into holding a virtual show in 2014. Charles Norris-Brown, Director of Volunteers, has offered to assist in finding a volunteer to assist with the technical work. Charles stated that he received one response to the inquiry he sent out and will follow up. Mark offered to speak with Eric Gottesman to inquire whether Eric might be willing to expand on the existing template he set up for VWS shows. Mark will inquire if it is possible to add a feature to the existing program in order to hold an on line virtual show. This additional feature might benefit both VWS and Eric. VWS will look into paying someone to set up the show. VWS will continue to look for a gallery with a large mailing list and VWS will want a strong publicity stream.

In looking for a gallery or individual to handle the sales and possibly take in the art work for packaging and mailing, Rob stated that he will talk with Peter Jeziorski. Peter co owns the Hunter Gallery with his wife. The handling of matters re virtual show sales will be set up to meet the regulations and guidelines of the IRS. If Peter cannot take on the virtual show, Amanda suggested inquiring of SVAC and Loretta suggested asking Graphic Artist and Gallery Owner, Greg Davini.

For next year, Rob reported that VWS will have a show at the Gruppe Gallery in April, 2015. Gruppe will be sending confirmation in writing and VWS will have a written contract.

For late summer 2015, Rob reported that he contacted Nathan at Helen Day. The show at Helen Day will be an Award Show. Rob is waiting to receive confirmation.

For 2016, Loretta has contacted AVA Gallery and Art Center in Lebanon, New Hampshire. Loretta and Rob will submit a written proposal to be reviewed at the next meeting of the AVA Exhibition Committee chaired by Margaret Jacobs.

Following confirmation from Helen Day, Loretta will contact the Chandler Gallery regarding a second show in 2016.

Charles raised the question of whether VWS is planning on holding an International Show, (a topic Rob brought up at the Strategic Planning Session), expanding an award show to draw national interest and non member artists. This topic will be further researched and the VWS membership will be asked (Fall Meeting or Survey) if this is something they would support.

Programs – Claudia Carl reported that fourteen people have signed up for the John Salminen Workshop at Landgrove. On April 2, 2014, a balance of \$395 is due for balance of payment. Claudia is looking to fill the workshop with five more people. Claudia has written the material list. There is a cap of twenty students max. In 2015 VWS will hold a Frank Eber Workshop at Landgrove.

Claudia reported that Ginny Joyner will give a Gift of Life demo – presentation at the April 27 Spring Meeting. Holbein will be supplying the gift of life colors to be used by our members. The gift of life (paint-over) colors are applied as washes and they add sparkle to watercolor paintings. VWS members are being asked to bring travel paints.

For the Spring Meeting members have been asked to bring a painting. We will select a people's choice award - \$50 gift certificate from Black Horse. There will be a raffle. As we do not have a vendor for the meeting, Mark offered to contact Jim Mauchly to inquire if he might give a presentation about his photography of art work and the prints/giclees he makes.

Membership – Michelle LeBoeuf's report was accepted as submitted.

Michelle reported that we have ten new members. Michelle and Amanda met regarding membership and contributions of members to Student Education. They have discussed setting up a pay button on the VWS Website.

Communications – Sarah Rosedahl reported that VWS has 70 members on Facebook and 134 Fans of VWS. Sarah discussed the importance of reinforcing our social media communication. The statistics show that fifty percent of the VWS membership read the newsletter. Sarah will send Rob and Loretta copies of her media contacts.

Volunteers – Charles Norris-Brown reported that he has focused on the setting up of student kits with Claudia. (Student Kits information - in detail below.) He has been helping to identify volunteers to help with a virtual gallery. He is using a list he received from Michelle regarding volunteers. Charles has composed a list of additional activities and ideas for hubs.. He will make a poster for display at the spring meeting and will update the volunteer list.

Charles and Sarah questioned whether the VWS board might support redesigning the logo. It was pointed out by Mark that unless there is a severe reason to redesign the logo, we should not pursue this at the present time.

Charles additional suggestion was to expand, in the future, from students in schools to senior housing, and prisons. Charles recommends VWS consider holding more cross hub activities. Amanda spoke about a recent art presentation that she and Nancy Stone participated in with cancer survivors. Charles recommends we consider holding hub and cross hub potluck dinners with art kits, presentations and showing of videos. Mark pointed out that these could be congenial and fun to attend events in private homes. Claudia reported that she invested in videos with raffle money. It was suggested that some videos could come from YouTube. Amanda said that she would like to further research the legality of showing videos and will present her findings to the Board.

Student Kits – Charles and Claudia are working on Student Kits - Artists Medium is easy to work with. Artists Medium is willing to put the materials into packages. Claudia explained that she sets up palettes for her students and has offered to do this for the VWS student kits. Most student sessions will have a minimum of five students and max of ten. By setting up the palettes in advance there will be little waste. The kits are starter kits. The colors for the kits have been selected by Rob, Amanda and Charles. It was suggested that the student kits include the VWS logo, color swatches, identifying the colors, and some guidance about purchasing additional paint. There are two sizes of palettes and Claudia pointed out that the larger palette would be easier to use when working with little children. A motion was made, seconded and approved to ask Artist Mediums to supply the student kits. Charles will contact Artist Medium. The Board discussed looking into writing a grant proposal for next year. Amanda will provide the names of people in our organization that have offered to help with fundraising and grant writing. Mark

pointed out that organizations need to submit financial information, and depending on the type of grant, name someone to run the program full time and obtain a Dunn and Bradstreet Number. Claudia mentioned that her daughter might be able to help if we look into a matching grant a year from now.

VWS Education Fund - The money to pay for the student support program is currently identified as program money and student support within the reserve fund. Discussion followed to talk about setting up an additional bank account outside the reserve fund and keep the program independent. Tony suggested we consider setting a limit on how much we can spend on student support. Currently \$782 is budgeted. There was discussion on whether this money should come from VWS operating budget expenses. Mark and Tony discussed the growth of a reserve fund that is specifically for educational programs. This money is sitting out partially to support educational funds and we further need to decide how much of this money can be used each year, using interest, without drawing down the principal. Amanda said that Peter Land recommends \$5,000 to \$10,000 be kept in reserve. The Board decided that student support will continue as a pilot program and hold off setting a budget until we have a year under our belt. We can appropriate \$5,000 for education and outreach and see if this program becomes a significant part of VWS. It was recommended VWS maintain a reserve of \$10,000 in the reserve account. Currently we have \$15,000 in the reserve account and that amount will now go down to \$10,000 (approx.)

An amount of \$3,000 will be taken out of the newly created VWS Education Fund with the contingency that it will be replaced with the profit from the workshops. Amanda will have Betty set up a line in Quick Books so that all money can be tracked.

Vote - A motion was made, seconded and approved to establish a separate (third) bank account (for purposes of tracking and accounting) and take \$5,000 from the reserve account to establish a VWS Education Fund (to be used in this current year to pay for student support programs).

VWS Brochure – Sarah reported on proposals for three different size postcards: Vista Print will print a standard postcard at \$62.99 for 1000; an oversized postcard at \$108.49 and a trifold brochure at \$350. Staples will print a standard postcard at \$83.99; an oversized postcard at \$141.99 and a trifold brochure at \$191.99.

There was discussion on size and information that the Board would like to include. It was decided to go forward and attempt to track whether new members apply for membership directly from the web or from the brochure (before dropping the membership sign up form on back).

The Board decided to have the oversized postcard include six images, (images previously selected), the logo, the mission statement, volunteer information,

membership form, and the VWS website URL. Sarah will follow up with a sample copy.

It was decided to eliminate the partner information, and drop the quote from the brochure.

VWS Banking – Charles discussed the VWS switching bank accounts from TD Bank to the suggestion of Northfield Savings Bank. Rob recommended we consider Mascoma and Tony recommended we consider Merchants Bank.

A motion was made, seconded and approved to switch from TD Bank to Merchants Bank (Vermont). Charles, Amanda, Claudia and Mark are signatures on file on our bank accounts.

PayPal - The Board tabled the opening of a Paypal account until the transfer from TD Bank is accomplished. Eventually VWS hopes to have an electronic membership form with Paypal as a form of payment.

Recruiting New Board Members – Mark asked the Board to let him know whether they would like to continue in their current position, or be willing to serve in another position for 2015. Mark encouraged interim serving and interns joining the board in advance of the fall (annual) meeting as well.

VWS Award – A motion was made, seconded and approved to make an Award Contribution of \$100 to the Green Mountain Watercolor Exhibition. VWS name will appear as an award sponsor in publicity for this event.

Meeting adjourned at 12:34 p.m.

Respectfully submitted,
Loretta Weitzel