

## VWS BOARD MEETING MINUTES

DATE: April 21, 2018

LOCATION: Telephone Conference Time - 9 a.m. – 11:30 a.m.

PARTICIPANTS: Tony Conner, Joey Bibeau, Victoria Jefferies, Jane Sandberg, Judith Selin, Loretta Weitzel and Lauren Wooden.

Tony opened the meeting and welcomed everyone. The reports from the Directors have been submitted in writing and can be found attached to these Minutes. Also attached for review and approval is the VWS Alcohol Serving Policy and the Membership Review Committee Report.

The first order of business was to approve the Secretary Minutes of the February 3, 2018 meeting. Lauren Wooden made the motion, Jane Sandberg seconded, and the Minutes of the February 3 meeting were approved as written (attached).

The Treasurer's Report is not included with the Minutes. Tony will forward to the Board, upon receipt from Chris Sumner, the Treasurer's Report for the period through March 31, 2018. It will be approved at the next meeting of the Board.

### Workshop and Spring Meeting at Landgrove

Joey Bibeau reported that the workshop scheduled for May 21, 2018 through May 24, 2018 is being cancelled because of a lack of participation. As of the workshop deadline, only three people had signed up to take the workshop with Gloria Miller Allen. Joey pointed out that he publicized the workshop in Vermont in addition to information provided through the VWS website and newsletter. Joey stated that he additionally advertised in Chittenden County, and in Seven Days, a Burlington publication. Joey selected Gloria Miller Allen thinking that it would attract a good attendance, as her fees are lower than highly recognized artists like Charles Reed. Joey said that VWS has a promising future ahead with VWS workshops for 2019 and 2020 already in place.

Tony apologized for a conflict he has re May 20, 2018. Martin LaLonde will head the VWS Spring Meeting on May 20, 2018 at Landgrove. Joey reported that he has planned and is currently confirming some presentations for the morning session of the Spring Meeting. Joey is currently working on finding someone to give a framing demo. As a suggestion, Loretta provided the name, David Putnam, in Claremont, NH. For the afternoon session, Joey is asking multiple artists to give simultaneous painting demos; the informal demos are the suggestion of Gary Eckhert who has agreed to paint along with Lisa Beach. Peter Huntoon had also

agreed but will be withdrawing because of upcoming surgery. The Spring Show will have a raffle with prizes contributed by several vendors.

Concern was expressed about declining participation. Victoria pointed out that only 18 people entered the Spring VWS Show; everyone entering this upcoming show had their works accepted. Judith questioned what is the responsibility of board members to participate in workshops and shows. She questioned if it should be part of serving on the Board. Tony said that it's difficult enough to find Board members and he would hesitate making participation a requirement.

#### Names to Faces Column - Communication

Judith also pointed out that it has been difficult getting articles for the Names to Faces column in the VWS Newsletter. Jane suggested that Judith offer the writer an opportunity to include info about their upcoming workshop or show. Tony and Joey said they would work on an article for the Newsletter and hub leaders will be encouraged to write and reach out to VWS hub participants. It was agreed that the column would only appear in the Newsletter and not be added to the website.

Judith reported that she has been receiving emails inquiring about the Spring Show. Although she has tried to pare down what is included in the Newsletter, she said she will place a link to the website. Judith pointed out that many of the questions she receives appear to stem from the fact that people are not computer savvy.

#### Hub Student Participation

Jane reported that Lisa Beach has continuing concern about growing student participation in hub events and is feeling overwhelmed. Lisa Beach is part of a hub that has an equal amount of students to adults. Tony pointed out that the proposed By Laws changes regarding student memberships were rejected at the Fall Meeting. Since the Fall Meeting the Board adopted a Student Policy. This policy gives an allowable margin of freedom granting hubs greater leeway in holding hub events that include participation without students. Tony said the Board will continue to look at whether students become VWS members for the purpose of taking the I Can Paint Program. We will review the number of students that continue to actively participate beyond the class? Another question raised - whether students become VWS members primarily to include VWS as an activity on their college application? Should VWS set up a separate hub for students? Last fall Tony spoke with Suzanna and she agreed to mentor the Montpelier hub students. Lisa Beach is a former school teacher and feels outnumbered when participating in events with minor students. Suzanna believes that students in the Montpelier hub are busy, involved in many activities and usually do not participate in activities outside I Can paint. The majority of students in Suzanna's hub are middle-schoolers. Lauren reported that in order to set up and maintain VWS record keeping for students as members, the data she needs to record is lengthy and time consuming. Loretta suggested that

VWS consider sending the welcome letter and communications through the schools, giving packets to the school for distribution to students by the classroom teacher.

As we go forward, Tony suggested the VWS Board continue its work to evaluate and clarify what students can expect to get from being part of VWS. Tony pointed out that the I Can Paint Program can stand alone and does not require students to become members of VWS. Jane offered to have another discussion with Suzanna and report back to Tony and the Board.

#### Hub Consolidation

Jane reported that the hub leader for Manchester Bennington (9 member hub) has stepped down. This hub has only nine members. Tony will look into whether some geographical hub consolidation can take place. An article seeking hub leadership for Manchester Bennington can take place as some consolidation is considered.

#### Spring Show Music

Judith inquired whether VWS is able to allocate money for a musician to play at the upcoming Spring Show. Judith suggested classical music to create a festive atmosphere; Judith said that her daughter might play viola, if requested (payment for gas). Victoria will speak with Gary about music as the space is small and she will look at music for the next show. Victoria pointed out that each venue is different.

#### Hub Activity

Jane questioned whether there would be a list of hubs and hub leadership on the website. A pdf will be emailed to each hub director. This list will be sent by Jane to the hub directors and the hope is to update the list once or twice each year. Jane and Judith will coordinate so that newsletters continue to promote hub activity. Jane said that hubs are just waking up from winter!

#### Membership Dues Renewal – Brochure/Mailing

The VWS has approximately 85 members that did not pay their dues for 2018. Lauren questioned what consequences apply (eg loss of signature status) when members do not pay dues. It was pointed out that the members gallery is out of date and includes people that are no longer with active status and some have passed away. Tony pointed out that at the current time Vicky is cleaning up old files and the gallery clean up will follow. A followup email/card will be forthcoming shortly and sent to any member that has not paid their dues. Lauren's husband is providing graphic design work re a quad-fold publication that will describe the benefits of VWS membership. Lauren and Tony will coordinate permission from the artists for their painting to appear on the quad-fold brochure. The brochure will have a tear off for membership dues. Everyone will receive a postal mailing regarding dues in

November 2018. The brochure will also be given to the hubs and distributed during Holbein week and art stores, i.e. Black Horse.

### Spring Show at Festival Gallery – Waitsfield, Vt.

Tony has ordered promotional postcards for the upcoming show. They are being corrected by Next Day Flyers, because of a shadow. The postcards should arrive Monday and will be available. Victoria said that she is traveling to be in Montpelier to accept the paintings for the Show. Victoria received permission from the artists for their work to be on the postcard.

### VWS Alcohol Serving Policy

Victoria will work with the Festival Gallery at Waitsfield regarding the serving of alcohol. The VWS will adhere to the Policy that requires a state certified server and licensed vendor. With short notice Victoria said that she cannot promise that alcohol will be served at the Festival Gallery opening for this show. Victoria will provide Pam Dexter, gallery owner, with a copy of VWS Policy and make arrangements for the fall show regarding alcohol.

A motion was made by Victoria and seconded by Lauren to approve the VWS Alcohol Policy as written and attached. The policy was approved unanimously. Jane will forward the policy to all Hub leaders.

### VWS New Website

Tony reported that Vicky is working on the new website. The look is clean and contemporary. It is easier to navigate. The website will include all hub info activities. Tony said that it can be set up so Jane can serve as the clearing house for info or hub leaders can send info on directly to Vicky.

In July the VWS website host is up for renewal. Currently VWS pays \$192 per year to Square Space. Tony will look into moving to Word Press for a yearly fee of \$96. At the present time Tony is working on duplicating files in order to smooth the transition.

### Report of Membership Review Committee – By Laws

The Board discussed the report of the Membership Review Committee (see attached). Regarding 2.1.1, the wording will be made clear that at the beginning of the fifth year, a new time line is established. Regarding 2.1.2 the wording will be clarified as to what happens re forfeiture of signature status. A separate note will be sent to notify members. Regarding 2.2.2, the wording will be clarified to show that signature status will be achieved after a third work is accepted and shown. Currently Vicky notifies Lauren when a member achieves signature status. The VWS has two new signature members as of this show.

## Quorum, Participation, Future

The Board of the VWS will review whether or not to designate that a quorum be met when assembling to transact business. A decision to institute a quorum will be made prior to the Fall Annual Meeting.

Regarding participation, there were forty people in attendance at the Spring Meeting and over thirty people in attendance at the Fall Annual Meeting in 2017. VWS needs to increase participation in the number of people entering shows (only 18 in the upcoming Spring Show), out of approx. 270 active memberships. Judith questioned if the location of shows makes a difference in attendance.

Tony reflected some thoughts regarding VWS taking a new approach - breaking away from the way it has been managing itself. He said that VWS might want to make a philosophical change and move from relying on internally supporting its shows and activities and moving to a regional and possibly national level in the future. VWS might want to consider actively seeking membership beyond its borders and holding open shows. Loretta pointed out that this would increase revenue. A move to the regional and national level would increase energy and raise the bar of works submitted. For example the New England Watercolor Society offers five shows per year, with a variety of open, plein air, regionally based, etc. They have five chairpersons under one director. This would open up new venues and increase the level of energy and participation.

The Board commended Adrienne for the work she is doing regarding finding volunteers. At the present time Tony has a few candidates that he is pursuing regarding directorships and co-directorships for the coming year. It was questioned whether VWS could pay someone to help with its communications if it has difficulty finding a volunteer for certain aspects of the work. A volunteer to manage the two Facebook pages would also be helpful. Tony has a potential candidate to help with some of the communication work.

Regarding updating the On Line Gallery, there are pages for members that are no longer active and in some cases have passed away. As VWS works to clean up old files, in the coming months, Vicky will set up new on line gallery pages and then turn it over to the artists to manage their own gallery. More info to follow.

A motion was made by Judith and seconded by Jane to adjourn at 11:30 a.m. The motion passed unanimously. The next meeting of the Board will be decided on following this meeting. Tony will send suggested dates for the meeting by email.

Respectfully submitted,  
Loretta Weitzel, Secretary VWS