

Vermont Watercolor Society Short and Long Term Goals

Amended December 8, 2018

(GOALS BASED ON 3 Categories:)

1. Recruitment
2. Development (personal and Organizational)
3. Exposure

FIVE-YEAR GOALS:

1. Increase Member Involvement – a. 25% increase in attendance at annual and spring meetings; b. increase number of submissions to shows (including open shows, hub shows and juried shows).
2. Increase Public Visibility – a. Have 500 non-VWS members on mailing list; b. hold a collaborative exhibit; c. hold an on line show. (Jean)
3. Evaluate the need for a Physical space, with the possibility of funding staff.
4. Increase paid membership to 250.
5. Establish a Permanent Fund Committee (endowment/legacy).

THREE-YEAR GOALS:

1. Develop a Planned Giving Committee that meets and submits a written report.
2. Evaluate organizational board structure and develop job descriptions for each board member.
3. All Hubs Active in Providing Member Education – List of activities; hubs meet at least two times each year.
4. Noticeable Increase in visibility with mailing list of 250 external non-members; guest book; increase public relations with press coverage of VWS events - articles, television and cable; community list serves.
5. Re-visit Organizational Structure with evolving membership requirements
6. Increase paid membership to 230.
7. Re-visit social media presence

ONE-YEAR GOALS:

1. Public Relations Committee - Co-Director of Communication. Gather Data re hub shows and record how many participate in hub activities. (Tony and Loretta)
2. Fill All Board Positions for 2018/2019.
3. Complete new platform for Website. (Tony and Vicki Hertzberg) Jean will send a resource for Website design. (by July31, 2019)
4. Revisit the Mission Statement annually to insure it matches VWS goals and serves membership.
5. Reconcile member database
6. Investigate being able to pay members to give classes – Write a written feasibility report: (Martin will investigate the legal aspect; Chris will investigate the IRS rules.)
7. Re-visit the 'I Can Paint' program, formalizing a structure to insure that at least two members to go into two new classrooms to instruct the students.

2019 Strategic Planning Session
Gifford Medical Center
12/8/18

Present: Joey Bibeau (Conferences), Jean Cannon (exhibits), Tony Conner (President), Adrienne Fisher (Secretary), Jane Sandberg, (Hubs), Judith Selin (Communications), Chris Sumner (Treasurer), Loretta Weitzel (PR Communications), Lauren Wooden (Membership)

AGENDA

The meeting was called to order at 9:18.

- The Board clarified a policy concerning dues: If a new member pays dues on September 1 or later, that will cover the following year through December 31. There was no dissenting opinion.

Open discussion:

Need: a central location to house all documents.

- Some organizations buy a 'bus', or trailer
- We could rent a space at a higher education Institution,
- Electronic records

Increased visibility: Purpose? Is it geared towards increasing funds or membership?

Fairs, Framers' markets, Post cards for shows: have a raffle

Concern: participation by membership:

Exhibit work, Exposure to different audiences

Marketing: Glass case at Welcome Centers, Libraries

Chris will create a page in Google Drive for ideas

Tony will send out 3 snail-mail notices concerning dues

Completed Goals since December 2, 2017:

1. Review Membership Categories.
2. Review Organization Structure.
3. Review Benefits of Membership – Two Shows; Hub Opportunities; Education.
4. Major By-Laws Restructure Complete including Member Categories Organizational Structure.

Martin made a motion to adjourn the meeting at 1:55.