

Minutes
NWS Board of Directors Meeting
Wednesday, May 8, 2024
Zoom Video Conference
Approved June 12, 2024

12:15 - 1:00 Pre-meeting social time/lunch online
1 p.m. Call to Order

Attending: Debbie Roskopf, Connie Spann, Linda Hulce, Shilpa Bhadsalve, Eileen McMackin, Mike Thoreson, Sarah Love, Molly Murrah, Devi Brunsch, Karen Robinette, Roger Baker, Kristi Dyson.

Approval of April Board Meeting Minutes

DECISION: A motion to approve the April minutes was made by Linda Hulce, seconded by Molly Murrah and approved by all.

Treasurer's Report - Shirley Jordan

Shirley is on vacation but sent the following bank totals as of the end of April:

- Key Bank checking	\$ 6,931.09
- Key Savings	\$42,341.02
- Key CD	<u>\$34,571.17</u>
- Totals	\$83,571.17

Corresponding Secretary - Conny Spann

Conny reports that since our last board meeting, she sent a "get well, we care about you" plant to Debbie Roskopf and that Mary Elle of San Antonio, Texas, earned a Signature Membership.

President's Report - Debbie Roskopf



THANK You! THANK You! THANK You!

A special thanks to everyone for your kind messages and best wishes, and for the beautiful mini rose bush that arrived at my doorstep. I'm so fulfilled to be able to work alongside you. Thank you, my friends, **DEBBIE**

- Thank you!
- Dues increase letter sent May 4, 2024. Member benefits video delayed but will happen.
- Double renewals: Shirley and I have added refund amount less 10% for a small number of member errors. Or the option to extend membership for another year. Discussion followed and Deb will address with site developer.
- Forecast report - Summary will be sent in the near future.
- Soft launch of "member connect" platform - The program is now live but some tweaks are needed. Deb will address these before we announce availability to all members. Board members are encouraged to explore in soft launch mode.
- Awaiting budget response from FZK for streamlining AZR process.

Agenda Section A: Items requiring Board input and/or decisions:

1. Workshops International:

Molly Murrah reports that Jan Min had to cancel his August 10th workshop for health reasons; Paul Wang is taking his place. Thirty people are currently on Paul's wait list, she thinks it will fill again. In addition, Molly presented three artists in the attached PDF for board approval. The artists have been approved by the Artist Selection Committee members who responded to the presentation.

DECISION: A motion by Mike Thoreson, seconded by Conny Spann, to approve all three artists for future Workshops International, was approved by all.

2. AI Technology:

Dina Popovkina responded to Molly's email about AI sites and offered to do a presentation/discussion on it sometime in June. Dina is very informed about all this. It is *definitely* something we need to discuss further. (Dina sent an article about two lawsuits that have been brought by artists whose styles were used to create other AI work.) Also, even though you can create your own reference image - which we originally thought was fine to do - AI generated images are made up of lots of bits of images captured by other people... *so your final image isn't really your own*. LOTS TO DISCUSS in a future meeting.

BOARD INPUT NEEDED: Do we want to tack this presentation onto a board meeting or set up a separate meeting? Discussion followed.

DECISION: A new committee is formed: Devi Brunsch volunteered to lead an AI committee to gather info and help educate the board so that we can determine what policies we may need to adopt in the future. Molly will share info collected to date from Dina. Shilpa Bhadsalve also volunteered to work on this committee.

New Business

Juror update: Molly confirmed that we have a commitment for our 2026 Open exhibit juror and Workshop lead.

WI Update: Molly also informed us that Paul Wang is on board for the August session.

Annual Election of Officers:

ACTIONS NEEDED: Deb advised that we need to hold elections in May and asked current officers and chairs to be in touch about whether they are willing to retain their roles. Board members were asked to contact Deb if they would like to take on the President or Vice President roles. We need 10% of members (about 100) to vote online.

Workshop follow up: Karen Robinette reports that the recent two-day workshop went well, with very positive comments overall. Optional critiques went well.

Member stats: Shilpa advised that we're down about 1% (10 members) from this time last year. However, May is renewal time, even as we transition to our new system where members

renew a year from when they join. All who use the roster regularly agreed to wait for a new version toward the end of June.

Great Publicity: Conny Spann called our attention to the latest issue of *American Watercolor/Streamline Publishing*. The article speaks to the NWWWS Waterworks exhibit, the juror and award winners, links to our site, and includes a quote from David Orrin Smith. Deb emphasized that this is a great example of Sarah Love's publicity efforts!

Meeting Format: Molly mentioned that the new board meeting agenda and format was working well, and offered compliments to Recording Secretary Peggy Willett for helping us have shorter productive meetings. (Peggy notes that this process implements Deb Roskopf's "consent agenda" format to focus board time and thinking on the most important matters at meetings.)

Adjournment at 1:57 p.m.

Agenda Section B: Committee Reports/Updates to keep everyone informed

Awards: Eileen McMackin

All awards have been shipped to the Waterworks recipients. Many have messaged me to share their appreciation of all in NWWWS who made this exhibit a success.

Data Manager - Shilpa Bhadsalve

Please see the attached PDF for details about website guest and membership data trends and year over year comparisons.

Foundation: Linda Sewerker, Mike Thoreson

Linda received photos from a recent grant recipient with a request that the grant money be used to repair/maintain art studio equipment such as a ceramics kiln. The Foundation board approves of this use of funds. Linda will prepare a visual report of several teachers' use of NWWF grants, for a future board meeting.

Mike also notes that we may revisit the college Scholarship application to permit students to submit examples of 3D art as well as 2D art.

Publicity: Sarah Love sent the following summary of work completed in April:

Waterworks Exhibition

- Ran Laurie Goldstein-Warren workshop ad on Facebook and Instagram. Cost: \$50 each for \$100
- Facebook boosted post reached 26.3K with 415 clicks to website (12 cents/click)
- Instagram boosted post reached 5.3K with 93 clicks to website (54 cents/click); Note: 38.5% of respondents were 18-34 year olds
- Wrote Winners press release highlighting the top 3 winners. Will be distributed week of 5/6/24

Open Exhibition

- Media plan is underway.

- So far, four ads to run in *American Watercolor* newsletter for \$1200 (cost is normally \$1600 - one free ad) - focus: Call for Entries

Social Media

- Wrote and provided images for 81 posts for Facebook, Instagram and Pinterest
- An extra post to encourage members on FB Members page to submit paintings for Ron Stocke's AZR critique
- A last minute post of the video Jared Cullen provided for his demos at the 4/23/24 General Meeting

Workshops: Karen Robinette

- The Laurie Goldstein-Warren Workshop, scheduled for April 22-23 was cancelled due to Laurie's illness. All the registrants were notified and received full refunds immediately. There are no plans to reschedule the workshop.
- The Sarah Hansen Workshop that ran on April 22-23 was sold out, and has received very positive evaluations. Sarah was a joy to work with, and sent out a lot of information to help people prepare.

Two FYI items from Molly Murrah:

1. Sarah Hansen - Volunteering for NWWWS:

I have been communicating with Sarah Hansen for a while now; she wants to volunteer somehow for NWWWS. Peggy W. suggested I find something that would help me with my activities. Debbie R. suggested that Sarah would be a great back up host for our general meetings, and I agree. So Sarah and I have been talking about this and she is very interested. If I need to take a trip or something or just need a break, she will run the meeting for me. We are having our first Zoom consult this month.

2. I was sent this quote from a WW award winner - Janine Helton:

NWWWS is the best organization I've found in friendliness and promoting and educating artists. I always recommend NWWWS and tell about the monthly demos (which always inspire and educate!) and zoom room critiques, and I hope you will continue the online format for the member show. You may be aware of my FedEx-lost-painting-fiasco earlier this year which makes me hesitant to enter in-person shows. (But I will definitely enter the NWWWS Open.)

Agenda Section C: Work proceeding as planned, but no news to share.

AZR - Linda Hulce, Dolores Marquez

Paint Out - Linda Hulce

Programs - James Adams

Permanent Collection and Public Art - Roger Baker

Signature Exhibition - Kristi Galindo Dyson

Venues - Devi Brunsch

Volunteer Coordinator - Peggy Willett