

MINUTES  
NWWWS Board of Directors Meeting  
Weds. Nov. 13, 2024 (approved December 11, 2024)  
Zoom Video Conference

**Attending:** Debbie Roskopf, Linda Hulce, Eileen McMackin, Shilpa Bhadsalve, Sarah Hansen, Linda Sewerker, Devi Brunsch, D'Arcy Heiber, Peggy Meyers, Roger Baker, Dolores Marquez, Molly Murrah, Karen Robinette, Conny Span, Sarah Love, Shirley Jordan, Mike Thoreson, Sue Dehmlow, Peggy Willett

**1 p.m. Call to Order**

**Approval of October Board Meeting Minutes**

Linda Sewerker moved, Molly Murrah seconded and all approved the October meeting minutes.

**President's Report - Debbie Roskopf**

**Financial Forecast:** Debbie shared our first 10 months of forecasting, which provides increasing confidence that we will be able to make informed decisions about what new or expanded programs we may wish to take on in the future.

**Change of General Meeting time to 6:00 from 7:00 p.m.**

DECISION: Linda Hulce moved, Sarah Love seconded and all approved changing our general meeting starting time to 6 p.m. Pacific Time.

**"Purchase Page" progress - Use of QR code:** Deb showed the website's new functionality to enable the sale of paintings from one exhibits at a time. The function was initially developed to support the 2025 Signature Exhibit but we are able to use it with the current Open Exhibit, which continues through the end of December.

**Membership lapse - grace period for Signature Members:**

DECISION: A motion by adopt the clarified policies around Signature Members was made by Molly Murrah, seconded by Shilpa Bhadsalve, and approved by all. The policies are as follows:

(1) CURRENT SIGNATURE MEMBERS WITH LAPSED MEMBERSHIP:

- A. Signature Members are allowed a 60-day grace period for renewal without losing Signature status.
- B. If membership has lapsed fewer than 60 days, you may simply pay the current dues renewal amount on [NWWWS.org](http://NWWWS.org) to retain Signature status.
- C. If membership has lapsed more than 60 days, you owe the current dues renewal amount, plus a one-time \$25 reinstatement fee, and the dues amounts for each year of lapsed membership. A special payment arrangement will be made for this circumstance.
- D. Only members in good standing may include "NWWWS" in their signature.

**(2) MEMBERS WITH LAPSED DUES APPLYING FOR SIGNATURE MEMBERSHIP:**

- A. If membership has lapsed fewer than 60 days, you pay the \$25 Signature application fee plus the dues amounts for each year your membership has lapsed more than 60 days.
- B. Thereafter, the conditions outline in (1) above apply to all Signature members.
- C. Only members in good standing may include “NWWs” in their signature.

**(3) NON-NWWS MEMBER APPLICANTS FOR SIGNATURE MEMBERSHIP:**

- A. Non-members may apply for Signature Membership by paying the \$25 application fee plus the dues amount for each year dues were not paid between your first qualifying acceptance and your last qualifying acceptance. A special payment arrangement will be made for this circumstance.
- B. Signature Membership requires paying your membership dues every year.
- C. Only members in good standing may include “NWWs” in their signature.

**Open accepted artist - concurrent exposure:** After discussion, the board agreed that Corresponding Secretary Conny Spann should affirm our policies to the artist whose painting was accepted into our 2024 Open and is also on exhibit with another organization. This is in conflict with our clearly written prospectus. Conny will also advise regarding the two year suspension from entering our exhibitions.

**Resolution of recent Open Workshop tech issues:** Debbie asked Karen Robinette to bring the board up to date on this matter. Karen provided details in her Section B report below and explained the decision for workshop participants affected by tech issues outside the presenter’s or NWWs’s control to receive 90, rather than 30 days access to the recording, after the event.

**Treasurer’s Report - Shirley Jordan**

Shirley reports the following top line numbers:

Key Bank checking: \$12,620

Savings: \$42,223.16

CD: \$34,294.83

Total \$89,148.59

In addition the attached spreadsheet shows all year to date numbers and Shirley encourages all board members to contact her with any questions.

**Corresponding Secretary - Conny Spann**

New Signature Memberships are Denise Marshall, Annie Strack and Oral Carper.

One other Signature Membership is on hold pending payment of past dues.

Other communication: Mailed a "hope you're feeling better" card to Sue Dehmlow.

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

**From Molly Murrah: Making WI Workshops recordings available for future purchase.** Molly received the board’s support to work through the details of making the

recordings available to members for specific period of time, for a fee, starting a year after the original workshop has been completed.

**From Molly Murrah: Shortening Open Workshops:** The board expressed support for shortening the duration of our Open workshops to three days instead of four. Molly will move forward with necessary contract and pricing adjustments to implement this change.

From Linda Hulce: **AZR team change:** Linda advised that after 4 years of building the program as a member benefit and a tool for drawing more members to NWWWS, she, Sue Dehmlow and Dolores Marquez are ready to turn the program over to a new team.

Sue and Linda noted that the new Air Table tool makes managing member artwork for critiques much simpler going forward.

Though an artist is lined up for January, it may be difficult to get a new team engaged during the year-end holidays and trained in time for that session, so they advise delaying as necessary.

Linda has spoken with one member about taking on the task and a couple of other board members expressed interest in being on the team in future.

Volunteer Coordinator Peggy Willett will pull a list of members interested in volunteering for AZR and send to the team for review and action.

Linda, Sue and Dolores received the entire board's heartfelt thanks for developing the program idea, implementing it and making it happen over the past four years.

## **New Business**

**Foundation:** Linda Sewerker shared news and visuals about recent AFK grants, the AFK grant application process and plans to move the program forward.

**Data Manager Shipla Bhadvsalve** will be away for December, January and February, and though unable to attend meetings during this time, will send reports for the agenda.

**Newsletter:** D'Arcy Heiber advised that she will co-edit the next issue with Katherine Wright, who will then step down as chair and D'Arcy will take the lead newsletter role.

**ACTION ITEM: Newsletter items are due December 1!**

**Adjournment at 2:55 p.m.**

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

**Data Manager - Shilpa Bhadsalve**

1. I will soon be starting on creating the labels for the upcoming Seattle Center Signature show.
2. 3 members achieved a signature status: Denise Marshall, Annie Strack and Oral Carper.
3. We are waiting to decide on issuing a signature membership to one other member who missed renewing membership for 6 months while on rolling membership format.  
**The board acted on this matter during the President's report, above.**

### **Foundation - Linda Sewerker and Peggy Willett**

Peg Willett and Debbie Roskopf are teaming on a message for our Focal Points email, inviting all who receive it to donate to the Foundation to support Art For Kids and our Scholarship programs.

### **Publicity: Sarah Love:**

#### **Open Exhibition**

- Made changes to KCTS TV ad, mostly for a better and more enthusiastic voice over. Ad is now running on the PBS station. Keep an eye out for it.
- Worked with Karen R to create social media posts for Yeliseyev's workshop. Boosted the posts on Facebook and Instagram. Spent \$45 total and reached 20.5K with 322 link clicks to the website. Workshop filled.
- Supplied Open 1st place information to *Watercolor Artist* magazine that will be in the Spring issue
- Posted a listing/ad in *Seattle Times The Ticket* which is running on 36 event calendars locally and art forums like American Towns, Arts Advance, Best of the USA and city guides nationally. Listing runs until 12/29/24. Cost \$189. (Budget was for \$600)
- Wrote and distributed Top 3 Winners press release to 62 media

#### **Signature Exhibition Publicity**

- I was honored to be one of 3 jurors for the exhibition. It was a pleasure going through the images and picking 85. Beautiful artwork by all.

#### **Social Media**

- Wrote 26 social media posts and manipulated images to go with each for team to schedule on Facebook, Instagram and Pinterest
- New signature members included in posts and all NWWWS events

#### **Signature Exhibit - Kristi Galindo Dyson**

- All the artists have been notified and received their acceptance packets.
- 85 paintings from 63 artists will be exhibited.
- 14 paintings have been chosen for Special Recognition.
- Phoenix Art Restoration and the SCC have received complete spreadsheets with artist information to facilitate their needs.
- Jodi has received the final spreadsheet for the show on our website.

- Debbie has been working on the QR code to facilitate sales, the web page looks great!
- Shilpa is at work on the show labels and Debbie is doing something special for the Special Recognition labels.
- Molly will design the trifold and Special Recognition certificates.
- The show is scheduled to be delivered to the SCC on Jan 21 and hung Jan 22.
- The reception is on Saturday February 1st from 4-6 pm

### **Workshops: Karen Robinette:**

Vladislav Yeliseyev's 4-Day Workshop was scheduled for October 28-31 online on Zoom. The workshop was sold-out with 20 people registered and 2 cancellations.

Because of technical issues to their internet connection as of result of two hurricanes in their area in the last month or so, the Wednesday session was constantly disrupted by low bandwidth and image out-of-focus. The Thursday session was rescheduled until Friday, November 1, with around half of the participants attending.

Vlad's internet provider sent a technician on Thursday who switched out their modem and cables. The transmission on Friday wasn't much better than Wednesday because the issue was from the outside signal and not related to their hardware.

Some board members who attended the workshop along with the executive board met on Friday, November 8 on Zoom to discuss how to resolved the issues surrounding this workshop and future disruptions to internet service during workshops.

**This matter was resolved as noted above in the President's report.**

### **Workshops International - Björn Bernström's WI workshop - Molly Murrah**

Björn Bernström's workshop was Saturday, November 9th. It was fabulous. The workshop was sold out and we had 13 people on the wait list, with others I didn't even bother to put on the list. All but two people actually attended. Björn was a thorough, very informative teacher and everyone appeared to learn a lot. I received many emails thanking NWWWS for the work we do and for holding these fun workshops.

### **Also from Molly:**

**The 2025 WW Prospectus and Schedule are completed.** Everyone on the team was sent both documents and offered input before finalizing.

**Contract Updates:** Conny and I are updating the master contracts for our partner Artists – AZR, General Meeting Demos, Workshops International and both exhibition workshops – to include stronger statements regarding online streaming. We want artists to take more responsibility for the quality of their online events, and to the best of their ability, provide high quality transmission of their demos, critiques and workshops. For general meetings, we'll include language stating that if a general meeting demo artist's

transmission is sub standard, we will ask that a replacement video be made for posting on our site.

**Zoom recording quality:** I have worked with Zoom in the last few weeks to make sure we get the best, high quality recordings we can for our Pro contract. They tweaked settings on the back end to do that without requiring us to upgrade to high definition recordings, which are quite expensive. We may still have workshops and demos that aren't perfect, but that will be due to conditions with online streaming that are out of our control.

### **Agenda Section C: Programs proceeding as planned, but no news to share.**

**Permanent Collection and Public Art** - Roger Baker

(Awaiting response regarding insurance for items in the PC.)

**Awards** - Eileen McMackin