

## **Minutes - Draft for Board Member Review**

NWWS Board of Directors Meeting

Weds. Dec 11, 2024

Zoom Video Conference

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

**Attending:** Debbie Roskopf, Peggy Meyers, Conny Spann, Molly Murrah, Linda Hulce, Sarah Love, D'Arcy Heiber, Karen Robinette, Peggy Willett, Roger Baker, Sarah Hansen, Mike Thoreson, Kristi Dyson, Devi Brunsch

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### **Approval of November Board Meeting Minutes**

**DECISION:** A motion to approve the November minutes was made by Molly Murrah, seconded by Sarah Love and approved by all.

### **President's Report - Debbie Roskopf**

- Financial Forecast

Debbie shared nearly a full year of data and items that will affect next year's expenses, such as the 2025 Open gallery events, the offer of free membership to active volunteers, and it looks as though we'll have roughly \$15 to 20K of discretionary funds to allocate to initiatives if we choose to do so. We all feel fortunate to have this new view to the future, as well as the Treasurer's information on our current status.

- Future December BOD Meetings

**DECISION:** Peggy Willett moved, Sarah Love seconded and all approved a motion that going forward, we would not schedule a regular board meeting in December. All agreed that the executive team would manage routine issues that arise between the November and January meetings, and that a special board meeting would be called for any matter that requires broader board input.

- Volunteer Spotlight in Focal Points

Deb will include volunteer profiles when they are provided but it is not necessary for every Focal Points email to include one.

### **Treasurer's Report - Shirley Jordan**

Shirley reports the following top line numbers:

\$12,620.60 Key Bank checking

\$42,233.16 Savings

\$34,294.83 CD

\$89,148.59 Total

All year to date numbers were submitted on the spreadsheet.

### **Corresponding Secretary - Conny Spann**

Nothing to report since last board meeting.

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

## **From Molly Murrah: Follow up to discussion in November, about making recordings of WI workshops available for purchase in the future:**

### **Recommendations:**

All WI artists have agreed to selling the viewing rights to their workshops.

Percent we will pay the Artists: 40% (60% to NWWS)

Member fee for being able to view the workshops one year later: \$30

Viewing availability for the recordings: 30 days per purchase

The Treasurer supports the program and can pay artists accumulated fees once per quarter.

### **Discussion followed on the following points:**

A year may be too long for people to wait to access the recording.

We need to consider whether members and nonmembers pay different fees.

The website developer needs to provide costs of how to support this offer.

The discussion expanded and it seems we could begin with the WI workshop replays and that we could develop and offer other NWWS content in this kind of library.

We are eager to continue the discussion and refine pricing and policy details next.

## **There being no new business, the meeting adjourned at 2 p.m.**

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

### **Data Manager - Shilpa Bhadsalve**

1. I have sent the labels file needed for the Signature show to Kristi and Deborah.
2. We have stayed the same in one year in terms of membership growth. YTD change this month is 0.
3. Our registered guests on the website keep increasing! This year so far, we have gained 713 registered guests.
4. I have made a minor adjustment to last month's number showing 'Other US states current members'. It is 412 as corrected. I had made a mathematical error.
5. We have Annie Strack receiving Signature status.
6. This is very recent and may not become significant; but a GMF member has lapsed on the membership, and we might want to reach out to him to discuss.

### **Exhibitions: Waterworks 2025 - Sarah Hansen**

As a brand-new Waterworks Chairperson, at this time, all seems to be running smoothly. No questions or concerns have been asked of artists submitting their work. All seems to be on schedule. Several people have submitted works.

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

Peg reports that one member has responded so far to the note in Focal Points about the DVD gifts of thanks for donations made to the Foundation. We are ready to ship the DVD's when a donation is made.

Linda reports there have been three AFK grants so far and despite my efforts last month to get other districts on board, I fear a lot of teachers simply aren't willing to seek this amazing offer. I am hoping next year 2025 we will be able to use all of the budgeted monies for AFK Grants.

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

#### **Waterworks**

- Wrote and presented Marketing plan consisting of boosting social media ad posts for Call for Entries; boosting workshop ads on social media; paid *Seattle Times* listing; social media and press releases. Total budget: \$550.
- Worked with Debbie Roskopf on 1st social media ad campaign. Ads to start in Facebook and Instagram week of 12/9 for Call for Entries

#### **Signature Exhibition**

- Wrote press release to be distributed to art publications and local media announcing the exhibition and Feb. 1, 2025 artists' reception
- Wrote artist's press release template for signature members to send to their local media

#### **Social Media**

- Worked with Deborah Roskopf and Dina Popovkina on drafting copyright guidelines for social media which have been approved by the Executive Board.
- Wrote 21 social media posts and provided images for social media team to schedule on Facebook, Instagram and Pinterest.

#### **2025 Signature Exhibit - Kristi Galindo Dyson**

- 85 pieces are in the show, 49 will be delivered by hand to Phoenix, 25 are being shipped and 11 will come to the SCC with volunteers on Jan.21 and 22.
- My volunteers on Jan. 21 are Roger W, Debbie R, Molly, Devi and Katherine Green. Jan. 22nd volunteers are Debbie R, Devi and Katherine.
- Debbie R is doing the wall labels and award labels
- Molly is doing the trifold and posters
- Award certificates - I can print them if Molly sends me the jpegs
- Reception is on Saturday Feb 1st from 4 to 6 pm

#### **Several items from Molly Murrah:**

**1. For Demos and WI:** If video quality is bad, Artist agrees to re-record their demo within 14 days (with exceptions if necessary)

**2. Nicolas Lopez workshop:** 31 registrations so far. Excited about that one.

**3. Working on revising all contracts with Conny:** Have sent the Demo and WI contracts to lawyer for approval/corrections. (Wording used for those regarding poor quality recordings and rerecording them, hopefully can be used on the Open and WW contracts.)

**4. 3-Day or 4-Day workshops:** Future Open Jurors/Instructors, Frank Eber and Dongfeng Li, have agreed to 3-day workshops instead of 4-day. Will send them contracts when we get closer to finalizing dates.

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

**Awards** - Eileen McMackin

**PaintOut** - Linda Hulce

**AZR** - Linda Hulce

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

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

**Awards** - Eileen McMackin

**Open and Waterworks Workshops:** Karen Robinette