

MINUTES -
NWWS Board of Directors Meeting
Weds. Jan 8, 2025
Zoom Video Conference
(Approved Feb 12, 2025)

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

Attendees: Shirley Jordan, Peggy Meyers, Debbie Roskopf, Molly Murrah, Karen Robinette, Linda Sewerker, Sarah B Hansen, Donna Botten, Linda Hulce, D'Arcy Heiber, Sarah Love, Mike Thoreson, Eileen McMackin, Kristi Dyson

Approval of December 2024 Board Meeting Minutes

A motion by Molly Murrah was seconded and the December minutes were approved.

President's Report - Debbie Roskopf

Deb shared a summary and highlights of our 2024 forecast. With a year's actual vs anticipated revenues and expenses, discussion followed about how we might allocate any funds for new or expanded projects. Further, she plans to invite a small number of BOD members to review financial information periodically to better assess and plan.

Treasurer's Report - Shirley Jordan

Shirley's year to date spreadsheet is attached. She advised that after a year of using Quickbooks Online, she doesn't like it more, but she dislikes it a bit less than she did at first. She is working to get Linda Hulce a better list of Paint Out registrants and notes that PaintOut registration is open and active. Shirley also shared news of the generous \$500 gift from Liz Walker for our cash awards.

Corresponding Secretary - Conny Spann

Conny sent the following items since our last meeting:

- We sent a small gift (slipper socks) with a get well note to Karen Robinette, who had surgery at the end of the year
- We sent thanks to member Liz Walker, who made a special \$500 contribution to NWWS for our cash awards.
- We sent a gift (Moleskine notebook) to Katherine Wright in gratitude for her commitment to making *HotPress* so beautiful and popular.
- We also sent Molly Murrah a gift with thanks for her many graphic design contributions to NWWS over the years.

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

Follow up to discussion in November about making recordings of Workshops International sessions available for purchase and review in the future.

DECISION: After discussion, a motion by Shirley Jordan, seconded by Linda Sewerker and approved by all, adopted the following policies for this initiative:

- We will pay the Artists 40% (60% to NWWWS) once a quarter by PayPal only.
- We will post access to recordings 6 months after the workshops.
- Both members and non-members may purchase access.
- Members will pay \$35; nonmembers will pay \$45 for 30 day's access to the recordings.

NOTE: Still outstanding is what web developer fees are needed to support the purchase of this website build.

New Business

Jury Opportunity: Peggy Willett advises that the Foundation is seeking jurors from the NWWWS board and volunteer group to help select the 2025 college level scholarship recipients. Our new online application and jurying system (thanks to NWWWS for funding this functionality!) streamlines and simplifies the jurying process and the scholarship team is very grateful. Both Mike Thoreson and Linda Sewerker advised that the jurying takes 4-6 hours over a few days, online, at the juror's convenience. They both plan to assist as jurors this year and encourage others to participate.

ACTION ITEM: Mail annbreckon@gmail.com to offer your help!

Welcome Donna Botten: Donna is our 2025 International Open Exhibition Chair and we welcome her to the board!

Signature Show Opens at the Seattle Convention Center:

Kristi Dyson shared that the exhibit includes 85 paintings by NWWWS Signature Members and that the opening reception is Saturday, February 1 from 4-6 p.m. All are welcome to attend and see the exhibit at the new Convention Center. The exhibit is up for 6 months and visitors can purchase paintings through a QR code so we hope this simple system means more sales for our members. Kristi thanked Molly for the design work on the trifold pamphlet and Sarah for the effective publicity she has developed for the event.

New Volunteer Opportunity as Signature Member Chair: Kristi also noted that she is ready to hand over the Signature Members Chair to another person, though she looks forward to continue as an advisor to NWWWS. Interested board members and volunteers should contact Kristi to discuss the role.

Waterworks Entry Deadline January 26 Nears:

Deb reminded all that the Waterworks deadline is near.

January General Membership Meeting panelist/reports:

Molly confirmed the following speakers at the January meeting:

Linda Hulce - PaintOut
Waterworks - Sarah B Hansen
Workshops - Karen Robinette

THE MEETING ADJOURNED AT 2 p.m.

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

Debbie Roskopf - YouTube / Mailchimp

YouTube 2024 summary: — In 2024, our YouTube channel gained 43 new subscribers and had 3,101 views. The most viewed video was the 82nd Annual Inter. Open Reception, with 64 hours watched.

Mailchimp - Now Reaches 3580 email addresses.

Data Manager - Shilpa Bhadsalve

1. December 2024 Monthly report - attached
2. YTD membership trends report - attached

We so appreciate Shilpa's ability and efforts to keep our data even while traveling.

Exhibitions: Waterworks 2025 - Sarah Hansen

According to my records, we have had about 17 submissions to date. This is not counting individual paintings, only people who have submitted. I've had a few people reach out, asking for help in submitting. No issues solving problems so far. For two people, credit card payment worked and PayPal did not. FYI. All else seems to be going fine.

Foundation - Peggy Willett and Linda Sewerker

Fundraising: Peg reports that all 200 DVD's in the Library have been distributed to Foundation donors who reacted positively to the donation appeals posted in Focal Points emails and in the newest edition of *Hot Press* newsletter. Huge thanks to Deb Roskopf for the postings, graphics and donation forms on the website, and to NWWWS Treasurer Shirley Jordan for helping us promote the project and process the transactions. The DVD Library dissolution program found new homes for the aging DVD's in artists' hands and attracted donors to and raised awareness for the Foundation's AFK and Scholarship programs. Huge thank you to Peggy Willett for conceiving of and implementing this kind end to our library.

Art For Kids: Linda provided a visual report with photos and comments from several AFK grant recipients in 2024. She also outlines her goals for the program in 2025. This report is included as an addendum at the end of these minutes.

<https://docs.google.com/presentation/d/1QLxSvAhMjdJGrScQO8oqmU0W0XIL7Uu2/edit?usp=sharing&oid=102262836895547333147&rtpof=true&sd=true>

Peg also notes that Linda's leadership of the AFK program has, in the past two years, increased the number of grant recipients in the South Sound school districts and she's given us our first views to how the AFK grants are working to encourage young creatives.

Scholarship: Ann Breckon is working with the site developers to open the new online application and jurying system for this Spring's scholarship. As noted above, board members and volunteers who would like to help select the college level scholarships should contact Ann.

Publicity: Sarah Love:

Waterworks

- Posted 1st ad campaign with art featuring 1st place 2024 winner Elaine Daily-Birnbaum on Facebook and Instagram. Total reach: 139.5K; total link clicks to nwws.org: 1,540; total cost: \$95
- 2nd social ad campaign is in the works and scheduled to begin week of 1/6/25
- Wrote call for entries press release and distributed to 49 art publications and organizations
- Updated media list as needed

Signature Exhibition

- Contacted Gemma Wilson, art reviewer for the *Seattle Times*, with a special invite to the 2/1/25 artists' reception from 4-6pm in the south end of Level 2 of the Arch Building of the Seattle Convention Center.
- Distributed press release to a total of 73 media including art publications and organizations and local TV and radio

Social Media

- Wrote 25 social media posts and provided images for team to schedule on Facebook, Instagram and Pinterest

Workshops: Karen Robinette sent the following update for Waterworks online spring workshops:

Techniques & Composition for Dramatic Painting

Michele Usibelli

April 23-24, 2025, 9 am to 4 pm PT, on Zoom

Limit 22 participants

Master Color, Light, & Shadow in Watercolor

Yong, Hong, Zhong

April 28-29, 2025, 9 am to 4 pm PT, on Zoom

Limit 22 participants

Both workshops are **\$175 for NWWs members** and **\$225 for non-members**

Registration will open at NWWs.org on **February 15, 2025**

(Early registration for board members will open on February 14, 2025)

Molly Murrah updates:

New master contracts – heard from our lawyer that the revised contract masters I presented to her are fine, so I will be using them as a base to revise and finalize ALL of our contracts.

Nicolas Lopez's workshop has filled, with several on the wait list.

Had a conversation with Katherine Taylor of Daniel Smith. They just came back from spending two months in South America, and she said everywhere they went, people asked them about NWS. *Our name is getting out there!*

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

NO REPORTS

ADDENDUM: ART FOR KIDS REPORT by Linda Sewerker.

Year End 2024 Teacher AFK Statements

1. From Melissa Ricks, High School Art Teacher

Hello! It's been a little crazy lately getting classes wrapped up here and at BYU and getting ready for my wedding the day after Christmas! Here are a couple of photos from my photography class and my ceramic classes. I tried a new project this last trimester and instead of having them create traditional, more simple, slab pots as usual, I had them create shoes using slabs. They turned out so fun! The photography photo is taken during our food photography unit where the students are in groups and plan what food, props, ingredients, and background they bring to photograph foods as if they were in a magazine.

I'm so grateful for the grant money from The North West Watercolor Art for Kids program! It was a timely blessing when my kiln broke down and I was rushing to get it fixed so I could finish firing all our ceramic projects before the end of the trimester. The repairs were significant and I was so happy and relieved to have the funds to help with the expenses! Thank you so much! My photography program has grown as well so we added another photography class this year which increased my need for more SD cards. Your grant also helped with this as each SD card costs \$10 and I needed an additional 30. Thanks again!



2. From Sean Beecher, Middle School Art Teacher:

Hello Linda,

“Thank you for the grant award. It is vastly appreciated! We spent the money on the following: color swell watercolor paint, 144 ct.; charcoal: assorted vine, and pencils; Afmat artist long point pencil and charcoal pencil sharpener, kneadable and smudge resistant erasers; graphite and charcoal powder, 60 spray bottles for watercolor, size 6 oz; masking tape bulk 10 pack, Astrobright color paper; 288 piece stump blending set; sandpaper 220 grit, and a class set of oil pastels.”

The ability to purchase these items is a tremendous benefit to Evergreen Art.



3. From Megan Thorberg, High School Art Teacher

Hello-

“Plan on buying watercolor paper, watercolors, new paint pallets, new brushes and fake flowers.

The students will create analogous color themed flowers. They will use multiple layers of paint to create a background, details and shading. If there's enough money would like to buy frames for their finished artwork. We just got started drawing and should have some finished ones the second / third week in January.

Can send you some photos in January. Let me know if you need more information...”. Megan

NOTE: Linda’s updated AFK’s visual presentation can be viewed on the Art for Kids [web page](#).