

**Quarterly Board Meeting Minutes –January 20, 2019**  
**4:00pm to 6:00pm Conference Call**  
**Dial In: 712-770-8028 Conference Code: 918945**

Attendees: Joey Bibeau, Jean Cannon, Tony Conner, Adrienne Fisher, Jane Sandberg, Judith Selin, Loretta Weitzel, Lauren Wooden

Agenda

**Approval of Minutes** for December 8, 2018 Strategic Planning Meeting

Chris made a motion to accept the minutes; Lauren seconded the motion. The minutes were approved.

**Treasurer's Report** – 2018 EOY Financial Report

A short discussion included the fact that we were short in revenue and short in expenses as well. Also, we are way ahead in our collection of Dues.

We do have one payable that may still be recorded, Claudia Carl just emailed this week about a reimbursement for "I Can Paint" supplies that she ordered back in October. Some items were on backorder, so I think she just received the last few supplies. If the invoices are dated prior to 12/31 when she submits, we will add as an expense to these financials.

Looking at the Balance Sheet you can see we remain in very solid shape with over \$34,000 in cash. Also look at the prepaid dues line- by 12/31/18 had already collected \$1,925 (which is 33% of the total dues collected in 2018). Nice job Lauren!

Moving on to the Income Statement you can see a total of \$5,880 in current dues collected. This was 168 members versus the 220 we budgeted. We ran short in dues revenue by over \$1,700. In FY19 we budgeted for 220 members as well, so with the \$1,925 already collected only 165 members to go. The paypal January statement so far shows 36 more paying dues, so we are making great progress.

We collected \$1,000 more than budgeted for the "I Can Paint Program", and did not earn any grant revenue. Canceling the spring workshop caused another \$4,500 in lost revenue, so overall we ran \$6,000 short in revenue.

On the expense side Hub expenses came in under budget by \$2,835. 50% of this will be transferred into the "I Can Paint" account, and the remaining \$1,417 will be added to Jane's tracking of available Hub funds for FY19.

We saved \$2,200 in expenses due to canceling the spring workshop, and juried expenses ran under budget by \$1,000. Overall expenses ran under budget by \$7,000 resulting in a net income of \$1,323.

One last item to note. One of our goals was to increase hub activity so comparing 2018 to 2017 hub expenses increased by \$480, and the number of hubs accessing funds also

increased. In 2017 only three hubs requested funds, and in 2018 five hubs spent money. (With one hub spending 100% of available funds). Nice job Jane!

- We are \$226 behind budget, major variances include:
- Almost \$2,000 behind on membership dues.
- Ran a \$688 loss on Fall meeting versus a planned income of \$200.
- Running a \$921 loss on juried shows versus a planned income of \$200.
- Did not run the spring workshop, so we are short the \$2,300 in planned income.
- We have only spent \$1,213 in hub expenses versus the budgeted level of \$4,730.
- We are currently saving \$700 in bookkeeping expense.
- We are saving \$750 in travel expense.

Overall we remain with approximately \$30,000 in accumulated equity. This is available for future years' initiatives.

The paypal account for dues payment is up and running (at last)!

Adrienne made a motion to accept the treasure's report Jane seconded the motion. Treasurer's Report was approved.

#### **Directors' Reports Review**

- **Program Director, Joey Bibeau:**

##### Workshop Update

It appears our workshop conducted by Andy Evansen will be filled if it hasn't already been. Most participants have registered through the Landgrove Inn. My last email from Tom at the Landgrove stated he had 15 people registered. I've asked him to set the maximum number at 16. I am awaiting an undated list of registered participants from him. I've only received one (Lauren, thank you!) actual registration form from those registered for the workshop since the majority of people registered directly through the Landgrove. Once I have an updated list of names and contacts I will ask all those planning to attend to send me a completed and signed registration form.

##### 2019 Spring Meeting Update

The agenda for the Spring meeting at the Landgrove Inn on Sun. June 9th is in early development stage. Jane recently shared an idea and request. Thank you Jane! I have a guest speaker in mind I plan to contact soon. If all goes according to plan, Andy Evansen will do a painting demo that afternoon.

#### **Discussion:**

**The Board discussed ideas for the Spring meeting. Suggestions included Tony – to speak about our organization in general, and requesting members to volunteer for Board positions. We will need new members to**

**run for Vice president, Treasurer, Program Development and Communications; Jane would like some time to meet with the Hub point people; perhaps a Framing workshop would be of interest.**

**And Joey already has one person signed up for Joyce Hicks, in 2020.**

**DIRECTOR OF MEMBERSHIP – Lauren Wooden**

This Membership report is for the period from 9-22-18 to 1-15-2019.

VWS Membership Data as of 1-18-19

Members – Current (Paid through 2019) \*\*\*113

Student Members (free) 31 Members –

Unpaid (Pd thru 2018) 68

Total: 212 Lapsed Members (last paid for 2017 dues) 23

Total: 235

New VWS members as of 9-22-18: 7

44 members used PayPal dues since we started it November 27, 2018

\*\*\* Note: last April we only had 107 members paid through current year and we had more members. I believe we have made people much more aware of the dues at the beginning of the year via multiple newsletters, emails, etc.

**Discussion:**

**FileMaker Pro is cumbersome and not available to the Directors of Communication and Hubs. We need to prioritize looking into another data base tool that will sync with other programs now being used.**

**HUB DIRECTOR'S REPORT - Jane Sandberg**

Burlington Hub had a potluck meeting last Sunday, January 13 with about 14 attending. Plans were made for an April Hub Show at the New Moon Café in Burlington; members are organizing March and September Plein Air days, and volunteers are looking into other show and Plein Air locations. We learned more about Urban Sketchers and some members are becoming involved with them.

Terry Hodgdon, PP in the Central/NE Kingdom Hub, will be organizing his member volunteers to get ready for their March Hub show at the Wood Art Gallery. He also plans to find out what other events they would like to participate in.

Diane Bell from the Westside Hub said their Landgrove Inn show is still up. They had about 30 people attend their opening reception mid-December. She'll send photos and some information to Judith for the newsletter. They may contact their members by e-mail instead of a potluck get together.

Kate Reeves and Diane Liggett from the Connecticut River Hub have been trying to get someone to represent the Brattleboro branch of their hub. Maisie Crowther had already organized an April (subhub) Exhibit at the West Village Meeting House in West Brattleboro during May and June. She's not able to participate as a point person beyond

that. Kate and Diane will meet and organize a get together with their hub members to plan their year.

**DISCUSSION:**

**Jane voiced concern about allocation as well as distribution of funds. She will draft a policy/procedure for that as well as a list of suggestions concerning what is reimbursable. She would like to meet with the Hub point people for input as well. She stated that the mergers seem to be generating more enthusiasm.**

**She will share her findings as well as procedural guidelines with the Board over e-mail and we will discuss it at our next meeting. Since the original Hub funding was developed at the Fall meeting with the membership, it will be put on the Spring meeting's agenda.**

**Exhibitions Director's Report – Jean Cannon**

- The prospectus for the spring show at Southern Vermont Art Center is out and you should have received it via email a few days ago. Eric Gottesman (Art Show Manager person) added a new checkbox (at my request) for artists to consent to the use of images for publicity purposes. The plan is for me to choose a postcard image as soon as the juror has made his selections. I will then design a postcard, get it printed quickly, and get it out to membership well in advance of the opening. Hopefully, this will help to get better attendance at our shows!
- I have not yet received a contract for our fall show, but I can focus on that now that the spring show is in motion. The fall show will be the awards show. It will be at the Festival Gallery in Waitsfield Oct.-Dec.
- I have signed a contract for spring of 2020 with the Gruppe Gallery in Jericho. The dates are April 26-June 7.
- Our Regional Open show will take place in the fall of 2020.

**DISCUSSION:**

**Jean also proposed have a theme to our shows. The board felt this may increase member participation in addition, it is hoped it will encourage attendance.**

**Director of Communications – Judith Selin**

**For the February Newsletter:**

**Judith will announce a contest for a new logo to be put on our new web site. It will also be put on 'an object', such as aprons, hats, brush holders, mugs, etc. These objects could be given in recognition for serving as a Hub point person, or a member of the Board. The first object with the logo design will go to the person who won the contest and will be given credit on the new website.**

**VWS Website Migration** – Tony reviewed and the board discussed the Scope of Work for soliciting proposals/pricing. (See Attached.) Proposals will be dispersed to the Board and Vickie Hertzberg as they come in and by March 15. The Board will give input by March 23, 2019.

Tony will add that we are a non-profit organization.

Jean made a motion to approve the Specifications for a new Web Designer and Lauren seconded the motion, which passed unanimously.

**The next meeting will also be a Conference call on MAY 5, 2019, from 4 – 6:30**

**At 6:03, a motion to adjourn was made by Lauren and seconded by Jane.**

**Respectfully Submitted,  
Adrienne Fisher, Secretary**