

VWS Spring Conference, June 9, 2019, Landgrove Inn

Tony called the group together at 9 a.m.

Opening the meeting with congratulatory comments to 4 members who gained their Signature status. They will be formally recognized at the Fall meeting and given their certificates.

He announced the following Board Openings:

- Director of Volunteers
- Co-director of Exhibitions to work with Jean
- Co-director of Communications to work on building a data base for outside resources for marketing.
- Ideally an hoc committee to work on distribution of brochures, postcards for specific shows, reminders for people to pay their dues, etc.

In addition, we are working on a new brochure.

Our new Logo, created by Judith Selin, will be featured on our new website ([www.vtwatercolor.org](http://www.vtwatercolor.org)), as well as letterhead,

He proceeded to give a Membership update, recognizing Lauren Wooden's work in streamlining the process for becoming a member and updating the membership list.

He also spoke of the three data bases that we currently use, i.e., one for membership; another for keeping track of paintings juried into our shows and signature status; and another one for the newsletter.

\* The goal is to consolidate these databases into one.

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- Jean Cannon, Director of Exhibits reported that 34 paintings were chosen out of 71 submissions for the SVAC show. Approximately 40 artists submitted. There have been some sales and she is hopeful there will be others. She said the having a theme of animals for this show was an experiment to see if that increased interest.
- In addition, she announced that the Fall show will be held at the Festival Gallery in Waitsfield and will hang from October through December 2019. The Spring show of 2020 will be held at the Gruppe Gallery in Jericho and will be a theme show, which will be announced in the prospectus.
- She has two goals: 1) Increase the number of submissions for our shows, and, 2) Increase the number of people who come to the shows.
- A question came up: Can a painting that has been shown in a Hub, non-juried show be submitted to a VWS juried show. (In the past, a painting has to be shown for the first time in Vermont.

- Jane Sandberg, Director of Hubs, summarized the changes to the hub structures that she has been developing. There are now four (4) hubs and two hub leaders in each hub.

They are:

- 1) Westside – Southwest Vermont
- 2) Connecticut River – Southeast Vermont
- 3) Central and NE Kingdom
- 4) Burlington/St. Albans

They each have \$1000 to support programs in their region, such as, workshops, show expenses, etc.

Tony shared the new website, which is live, and it with the group. There are still areas that need to be updated, and by the end of the summer, there will be Members' gallery pages as well as info on our members.

Next, members of the Burlington/St. Albans hub demonstrated their process for supporting 8-10 artists, using specific positive feedback.

The morning ended with Corinna Thurston's presentation on 'Marketing Your Creative Work'. She shared her powerful story and two of her books. You can learn more at [www.corrinathurston.com](http://www.corrinathurston.com).

After lunch, Andy Evanston demonstrated his method of developing a successful painting.

The meeting ended at 3.

Respectfully Submitted,  
Adrienne Fisher,  
Secretary