

Quarterly Board Meeting Minutes

February 16, 2020– 4:00 to 6:30 PM

Conference Call – Dial In Number: 712-770-8028 Conference Code: 918945

Present: Joey Bibeau, Jean Cannon, Tony Conner, Adrienne Fisher, Martin LaLonde, Angie Parlin, Judith Selin, Chris Sumner, Lauren Wooden

Agenda

4:06 - Tony called the meeting to order and welcomed the Board

4:10 Approval of Minutes for December 8, 2019 Board Meeting. Although not an amendment to the minutes, Jean stated there were two sales from the Fall show at the Festival Gallery. Lauren made a motion to approve the minutes. Angie seconded it. The motion passed unanimously.

4:15 - 5:00 Directors' Reports

EXHIBITION DIRECTOR'S REPORT 2/14/20 - JEAN CANNON

As of today, 16 people have entered 27 paintings for the spring show. I would like to see three times that many submissions at least! The deadline is in two weeks. The opening reception was changed from April 26th to the 25th because there is a member's show at Valley Arts in Waitsfield with an opening on the 26th. Many of our members will have work in the Valley Arts show. This show will be up during Open Studio Weekend and Lynn Pratt has offered to demonstrate. The gallery would like some other demonstrators.

So far, there have not been too many problems with EntryThingy. There were quite a few problems with this platform for the last show and I am on the fence about using it in the future.

I have a signed contract for the fall awards show at the Chaffee Art Center in Rutland. The opening reception will be held on Friday, September 11th. The show ends on October 30th.

I am in the process of approaching jurors for this show.

We talked about having theme shows. She is considering having the Human figure for the next show and is soliciting ideas on themes in general

I have verbal agreements for shows in 2021, but no specifics and no contracts: Highland Center for the Arts in Greensboro in the spring, and Valley Arts in Waitsfield in the fall. Joey will arrange the presenter.



Director of Membership Report Board Meeting: 2-14-2020

This membership report is from 12-6-19 to 2-14-2020

VWS Membership Data as of 2-14-2020

Members – Current (Paid through 2019
or 2020) 2020: 130. 2019: 87

Student Members (free): 31

(these have been in the database for 2 years –
do we update? How do we measure this?)

Members - Unpaid for this year (Paid thru 2018) 13

Total:

Lapsed Members (last paid for 2017 dues) 9

Total: 270

New VWS members during this period: 7

Hub Memberships*

Burlington/St. Albans Hub: 61

Central/NEK Hub: 36. Plus 30 students

Connecticut River Hub: 80 (Brattleboro 16, NH 23, WhiteR 41)

Westside Hub: 46 (Manchester/Benn 15 & Rutland/Midd 22, NY 9 and 1 student)

No Hub/Out of State: 16

*Note: the database will not put the new hubs in. Therefore, every time I need to account for hub membership, I need to go in and sort by the old hubs and then merge numbers, add in the NY members that are appropriate for the westside, and add in NH to the Ct River hub (as out of state sorts into UA). Looking forward to new database that we can adjust assignments for. This is automatic and I can't control it (or don't know how).

COMMUNICATIONS REPORT - JUDITH SELIN

The VWS News newsletter continues to go out with regularity.

As agreed by all members at our last meeting in Randolph, each of us would take turns writing something for the Newsletter about the role we play in our organization and about why we choose to volunteer. These submissions hopefully will provide more information to our members about the different positions and the responsibilities and time commitments each require. It is our hope that taking some of the unknowns out of the various jobs, as well as pointing out the rewards gained by participation, we will perhaps encourage more volunteerism.

Already Tony Connor and Joey Bibeau have included something in the Jan and Feb newsletter. To fill out the rest of the year we have:

Adrienne Fisher March Martin LaLonde April Jean Cannon May Chris Sumner June Lauren Wooden July Judith Selin August Angie Parlin September

I have also begun researching production of bumper stickers, baseball hats, and banners. It would be nice to have some ready for our annual Spring meeting.

A discussion concerning Constant Contact number requirements and levels of payment, It was decided to follow our membership benefits procedures and only members will receive the Newsletter.

VWS PROGRAM DIRECTOR'S REPORT - JOEY BIBEAU

2020 VWS Workshop Update

Ohio-based artist Rick Surowicz will be conducting a three-day workshop at the Landgrove Inn on May 11th- 13th. We now have a posting on the VWS website with the workshop description and a PayPal payment option button. The Landgrove and Rick Surowicz are also promoting the workshop through their websites respectively. The cost of the workshop is \$300 for non-VWS members/\$275 for VWS members. I'm looking to get 10-12 participants.

2020 Spring Meeting Update

The spring meeting has been scheduled for Sunday, June 14th at the Landgrove Inn. The agenda is still in development. In an effort to change things a bit and create a more engaging event, I've asked VWS signature member Lynn D. Pratt to conduct a painting class as part of our agenda. She has graciously agreed. The details still need to be worked out but meeting attendees can look forward to actually painting at this spring's meeting.

TREASURER REPORT 2/14/2020 - CHRIS SUMNER

Attached is the balance sheet and income statement for 2019.

We came in about \$2,175 ahead of budget. This is mainly due to under spending at the hub level. We are carrying over \$1,478 of funds for the hubs to use in 2020, and the other 50% of \$1,477 remaining was transferred into the education fund. The balance sheet shows available resources of \$31,463. So, we still have significant funds available for new ideas/initiatives.

Also attached are the January 2020 balance sheet and income statement. Dues collections look strong, and expenses were minimal for the month.

Report on Hub Activity February, 2020

Burlington Hub:

approximately 58 members

Already had its first meeting on February 9. It was a potluck followed by lively discussion of plans and ideas. More than 15 people attended.

Their first show is at All Souls Interfaith that will run for the month of March. Artist reception will be March 13 from 2-4.

Ideas generated that are being worked on:

Artist support/critique group (smallish group to meet regularly)

Contact list of everyone in hub (with option not to be on it) so that people can get together on their own.

Road trip to Montpelier to State House to see Martin's show, possibly including Central Hub

Shelburne Museum plein air day

Many various workshops

Westside Hub:

approximately 44 members

Currently working on planning workshops for summer.

Connecticut River Hub:

approximately 62 members

Having first meeting on March 28th which will be a Pot Luck Lunch followed by a demo by John Dimick, and discussion of how to use their budget.

Planning on a couple of plein airs for around the Connecticut River area and a full day workshop in late summer

Central/North East Kingdom

approximately 35 members

For years, this hub has been fairly inactive, usually with one show each year. January found no hub leader available.

However, Michael Ridge has stepped up to the plate. He attended the Burlington hub meeting so that he could get ideas of how to run such a meeting.

He is enthusiastic and I think his attitude will garner more support. He is about to send out a welcome email. He plans to have a meeting of members that will "be a time to hit the reset button" for the hub. Wants to have an annual show, a few plein air gatherings, perhaps a critique/share group and workshop with watercolor artist or photographer who can print artwork.

Finances

Working from stats that Christine sent, I believe the following calculations are correct for setting hub budgets 2020.

(Note: based on \$300/hub and \$15/member)

Burlington

Carry over from 2019: \$318 with 58 members = \$1,188 for year

Westside

Carry over from 2019: \$176 with 44 members = \$836

Connecticut River

Carry over from 2019: \$420 with 62 members = \$1,350

Central/NE Kingdom:

Carry over from 2019: \$564 with 35 members + \$1,089

Vermont Watercolor Society

DATABASE CONSULTING PROJECT

RECOMMENDATION 02.12.2020

REQUIREMENTS

The desired outcome of the research was to identify a single database solution to track membership, contacts, dues status, and attainment of Signature Membership status. The purpose of the research was to identify a single or small number of solutions to recommend which would automate business processes of membership management, billing, data tracking, and other routine tasks that are currently done manually. The project also explored ways the current email newsletter system in Constant Contact could integrate with this system to easily manage email communication with members.

Currently reporting, data analysis, dues management, and signature membership tracking are done manually in two independent databases that are not integrated.

CRITERIA

An initial project meeting was held with the membership coordinator, communications coordinator, and the paintings database manager. These leaders also gave feedback on the proposed solution. The following criteria were developed to evaluate options and determine their ability to meet the needs of VWS. The comprehensive criteria list included:

- Reliable, centralized cloud-based database
- Data migration configuration support
- Multiple database administrators and permission levels
- Automated membership renewal
- Various payment platforms including PayPal and personal checks by mail
- Self-Service tools for members to complete basic tasks
- Automatic member directory management
- Simplified event payments and registration management
- Intuitive, easy-to-use reporting
- Option to create and query custom fields
- Seamless website integration
- Effective ongoing user training model to improve the system
- Email marketing integration or solution
- Scalable to meet future needs

- Long-term cost value sustainability
- Company longevity and reputation

RECOMMENDATION

After exploring several solutions and participating in product webinars and demos, the following system represented the best solution for VWS based on the criteria.

This software provides everything needed to manage membership embedded within our Squarespace website. User reviews are very positive and it brings the benefit of personalized customer service, ongoing 1:1 training, and support. New features continue to be added and developed. This system will automate our current business processes. This product automates business processes of membership management, billing, tracking, and more.

<p>MembershipWorks https://membershipworks.com/</p>	<p>This online software provider based in Dallas, TX provides everything needed to manage membership and integrates with our Squarespace website platform. It allows for multiple payment systems including PayPal, Stripe, and personal checks. Administration dashboards provide up-to-date snapshots of important data with drilldown to the transaction level.</p> <p>New features and enhancements are regularly added and developed based on customer needs and experiences. User reviews are highly positive and this company brings personalized customer service, ongoing 1:1 screen-share training, and support. This solution is currently used by thousands of small to mid-sized membership organizations and is scalable to handle large multi-chapter groups.</p> <p>Members can easily sign-up, manage their contact information, make payments, auto-renew membership/ receive reminders, and register for events.</p> <p>This product automates business processes related to membership management, billing, tracking, and more. It will eliminate hours of manual work every month and add tremendous value to the organization.</p> <p>The cost for the database plug-in is \$29/month (for up to 300 members) - a bit less than most of the competitors. This best meets the criteria and business needs of VWS.</p>
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Natasha Wheel spoke to Lauren, Judith, and Vicki. Tony mentioned it integrates with Square Space, it's flexible for the reporting, and can be set it up so new members will receive an email automatically sent to them. It will be an annual cost of approximately \$360 a year. The Board believes this a good way to spend our money for convenience, accuracy, etc. and will bring us into the 21st century. We will also require students to renew their membership, even though it is free for them. It will be a positive move to make it easier for the Officers, Membership, Hub, and Communication directors to access the information needed to perform their respective responsibilities as well as keeping track of Signature Status.

Judith made a motion to add \$29 per month or approximately \$360 to the budget to upgrade our databases. Lauren seconded the motion. The motion is approved by unanimously.

Chris made the motion to hire Natasha to assist with this conversion for 10 hours@ \$40 per hour, Lauren seconded it. The motion passed with unanimously.

5:00 Review Proposed VWS Brochure - Tony hasn't received this yet. They will be ready by our Spring Show in April. Along promotional lines, Judith researched the cost of bumper stickers - 150 bumper stickers would cost \$322.

Tony requested that each board member send him an email with ideas about what items we should buy for promotional activities and Judith will price banners as well...Angie thinks everyone should buy a hat and Jean suggested that they be subsidized.

5:10 Review Logo concerns - 'A logo is not a finished painting; it is a graphic statement.' Kate More is a signature member of VWS and raised concerns about the pen/ink lines used to outline the features. Tony explained to her via email that members chose this design out of 9 entries. Judith, the designer of the logo, was asked by the board to research what it would entail to have the logo stitched onto hats. It is complicated and she may adjust the design to enable the company to attach it with less stitches.

5:16: Open Discussion - Jean reminded everyone to continue to look for members who would be willing to fill the upcoming openings on the Board.

5:17 Next Meeting - May 3, 2020, 4 - 6:30

5:24. Jean made a motion to adjourn. Adrienne seconded the motion. The motion passed with unanimously.

Respectfully submitted,

Adrienne Fisher
Secretary