

Quarterly Board Meeting Minutes

August 1, 2021 – 4:00 pm to 6:00 pm

Via Zoom

Present: Petey Becker, Jean Cannon, Adrienne Fisher, Jeanette Fournier, Anne LaLonde, Martin LaLonde, Angie Parlin, Lauren Wooden

4:00 – 4:05 - Approve Minutes from April 25, 2021 meeting

Anne Lalonde made a motion to accept the minutes. Jean Cannon seconded the motion. The motion passed unanimously.

4:05 – 5:30 - Director's Reports - Submitted reports are at the end of the minutes.

- Treasurer Report
 - Fiscal status
- Membership Report
 - Next steps for nonpaying Signature Members
 - ✓ Discussion: We agreed to continue past practice, counting non-paid-up members for hub formula for dollars. We will continue sending the newsletter to past members (50% of the recipients open it.) Petey made the following motion: *VWS will send out a confirmation email to the members with Signature Status who have not paid their annual dues to let them know that they have lost that status and the privilege of using the VWS initials on their paintings.* Lauren seconded it. The motion passed unanimously.
 - ✓ To recruit more members, the Board decided to place VWS's brochures at venues hosting upcoming shows, local galleries, and art schools. Board members are to tell Martin how many brochures they can place at venues. Martin will provide brochures to VWS members who teach watercolor classes and post a notice in Seven Days' "Call to Artists." The Board will also consider leaving brochures in the interstate rest stops.
- Exhibits Report
 - Exhibit guidelines: The board decided to table this discussion until next meeting and present a proposal to the greater membership for input at the fall meeting.
 - So far, 17 submissions to Fall show. There is usually a flurry of submissions the closer the deadline gets.

- Hub Report
 - The Westside hub has been inactive. Angie will look into finding someone to help the current hub director.
 - Burlington Hub (Julie Holmes) is looking for a Co-Leader. They are also planning a group show at Waterbury Congregational Church.
 - The Connecticut River show at Dartmouth Hitchcock Hospital now runs until the end of October, not early September as stated. Connecticut River is also looking for a venue in their southern section.
 - Michael Ridge from Central reported that they hold casual monthly Zoom meetings. Numbers carry from 3 to 8 at those times.
Michael is working with Lisa at River Arts about possible shows for the Central Hub either this year or later, summer of 2022.
 - Hub leaders will check with the Membership Director to make sure all participants are members in good standing before allowing them to participate in VWS sponsored workshops.

- Programs Report
 - Fall event update - Don Andrews is all set for a demonstration at the Fall meeting on Sunday, October 24, 2021. The agenda for the morning business meeting will be discussed at the Board's next meeting.

- Communications Update
 - Newsletter Schedule – The deadline for submissions to the September newsletter will be August 25th.
 - Other members' access to MailChimp - it's working well.

5:00 – 5:15 - Filling Board Positions - Martin will write a personal letter to new Members. Each Board member should review the list of new members to see if they know anyone they can contact to try to get them to join the Board.

- Membership Director - Need to be familiar with databases
- Hubs Director
- Co-Director Communications – Need a co-director to work on the website.
- Vice President
- Co-Director Exhibits - Jean will write something for the September newsletter, and might be willing to continue to volunteer in this position until it's filled.

5:15 – 5:45 - Miscellany

- VWS Mailing address
 - ✓ It was decided to keep the P.O. Box and Adrienne will ask the post office to forward the mail to Martin.
- VWS Website - Issue of whether VWS should pay someone to keep the website updated was discussed. Vickie Herzberg is currently updating the website as a volunteer. The problem with the website not being updated is not an issue with the webmaster. Rather, it is a lack of updates and directives being given to Vickie to use on the website. Until a co-director of communications is brought on board, Martin will monitor the site to ensure it is kept up to date. Home page, news and events, need to be current. Petey, Martin and Vicki will meet to discuss keeping website more current in conjunction with the production of the VWS newsletter.

5:45 - 5:50 - Set next meeting & open discussion

✓ September 19th on Zoom from 4 - 6 p.m.

5:50 - Adjourn

Adrienne made a motion to adjourn. The motion passed unanimously.

Respectfully submitted,
Adrienne Fisher, Secretary