

## WPW Board meeting 9-6-22 DRAFT MINUTES

In attendance: President Susie Wind, Lisa DeBaets, Darcie Roberts, Sandra Kahler, Carol Ross, Sharon Grader, Judith Heim, Susan Walker, Beth Betker, Julie Fisco, Marilyn Charlat Dix, Judith Perry

Absent: Priyanka Parmanand, Thea Mercer, Nancy Grigsby

President Susie Wind called the meeting to order at 10:02 and asked two members to introduce themselves and give a few details of their artistic evolution to the present.

Beth Betker shared her checkered journey as a self-taught artist working professionally in fiber and fine arts since 1970.

Lisa DeBaets shared her abridged history and “love-at-first-brushstroke” introduction to painting, exploring realist watercolor first, then branching into abstraction, inspired by teachers Ann Breckon, Tom Hoffman and Pamela Caughey as well as YouTube and deep searching.

**Treasurer’s Report:** Sandra Kahler reported:

WPW check register reconciled 8/31 at \$19,634.28

WPW CD contains 6,090.75

WPW Gallery total sales as of 8/17 were \$7,162. YTD

Including 15 paintings	\$6,295
115 cards	805.
2 catalogs	62.

Commissions will go out tomorrow. Insurance is due and will be paid. Dues are coming in.

Judith Heim asked if online payments are differentiated in categories as received by Treasurer and Sandra confirmed that they are.

**Website:** Sandra Kahler reported that WPW programs data have been added this morning to the meeting pages. She is currently building the gallery page for *Intersections* at the Larson Gallery, and it will go up Sunday after awards are announced Saturday. She needs sponsors data. She suggested a “Volunteers Needed” section might be useful on the website. Susie Wind and recruiter Amy Ferron will work with Sandra to develop this idea.

Carol Ross suggested that if Julie Fisco agrees, it might be helpful to list parking and other permanent details of show participation/attendance on the WPW Gallery page of website and each prospectus. Julie agreed that the prospectus template can be revised for clarity and edited so most of the standard boilerplate goes on the website instead of in each prospectus. For now, the “Working at the gallery” text will remain a part of each prospectus.

**WPW Gallery:** Julie Fisco discussed the training process for Gallery attendance. She has begun a list of tasks included in her job description and begun to divide the job into two parts for ease of task redistribution: the “office manager”/decorating/building-liaison portion and the “exhibit” portion. Together, these various tasks are overwhelming and like herding cats. Things are better since Kathy Kimball has returned as Hanging Committee Chair and Judith Heim now helps with publicity, and more walk-in traffic is anticipated as ad efforts (especially for downtown corridor) ramp up.

Julie was thanked for her exceptional work this past three years in keeping the Gallery open and expressed gratitude for the many task managers who have kept the system going. She stated we have had great individual Show Chairs this year but there is none for current show, and she is picking up that bundle of work herself. The idea was floated to create permanent position(s) as Show Chair(s) so this work would be committed in advance. Susie will work with Amy Ferron on this.

Julie and Susie Wind met and created screen-printed WPW tote bags now for sale in the Gallery at \$8 apiece.

**Juried Exhibits:** Carol Ross reported that the transport service to Larson Gallery from Western Washington for Intersections has been fantastic, and that Bjorn is willing to continue working with WPW for future shows.

Carol expressed thanks to Darcie Roberts and Gayle Scholl for their wonderful heavy lifting in pulling this show together with all the enhancement activities. It is a beautiful show and quite a number of Western Washington artists are expected at September 10 reception.

Carol and Susan Walker have confirmed Scott Milo Gallery for Spring 2023 and continue to research new venues for Fall 2023 and Spring 2024.

Later in the meeting discussion took place regarding ranking and benefits extended to sponsors, tabled for committee discussion.

**Programs:** Judy Perry reported the coming year is fully lined up with programs for our meetings, with only John Braseth of Woodside Braseth Gallery remaining somewhat nebulous for March 2023 as he “doesn’t plan that far ahead.” Programs range through presentations by gallerists, museum representatives, and artists. April is a highlight with a curator-guided live tour of Tacoma Art Museum, including viewing of historical WPW artists’ work in their collection and the new Chihuly Room. The TAM café will be open, as will the café at the Glass Museum across the street.

Zoom presentation preparations are coming along as we’ve learned it will be helpful to support presenters new to Zoom with adequate instruction and training and give them careful guidance on how long their presentations should be.

This month’s presenter is well-known artist Victoria Adams. Judy outlined the format she will use to introduce Ms. Adams.

Detailed discussion took place regarding whether/how hybrid live/Zoom meetings are possible, and then was tabled for that committee to work on.

**Publicity:** Judith Heim reported some new ad venues have been added. We will continue to be listed in Art Access and Post-It. Mira Kamada will continue to use Constant Contact to contact mailing list. In addition, WPW shows will be listed in Preview and Public Display Art and resume advertising in our building’s elevator display kiosk. Lynette Hensley will be producing promo materials for juried shows, and Jamie Lightfoot has volunteered to create a database of local venue resources such as neighborhood newspapers, etc. Kelly Lyles will continue to assist and advise Judith with promotional ideas.

We do want more walk-in traffic for WPW Gallery, and having these shows posted online has helped.

Neighborhood shows have proven to be a great way to get the WPW name out there and serve our broader goal of branding. Judith emphasized the WPW Style Book as a resource for designing promo materials for all shows; the Larson Gallery show card, designed by Kathleen Secret, is a lovely example (“gold standard”) of doing this right.

Judith will bring WPW rack cards to Larson Gallery tomorrow to promote us.

Judith also raised the question of our commitment to Allied Art as our corporate umbrella sponsor, which allows us to give tax credit to donors. We are expected to use the AA logo in our materials. Judith will look into what the dollar minimum and/or maximum may be for such donations.

**Eastern Washington:** Darcie Roberts thanked everyone involved in the Larson Gallery effort for their work.

She stated the Eastern Washington Division currently has 15 members and are seeking growth. It already includes members from Central Washington and hopes to also grow into the Columbia River Basin. She spoke of the importance of helping Eastern Washington members feel truly a part of WPW overall.

**Yearbook:** Beth Betker reported Janci Mannington has received the yearbooks and they will be mailed to all members who've paid their dues.

Susie Wind reported that both Jacqui Beck (Membership Dues Chair) and Janci have expressed it is difficult to have to keep track of dues-payers and yearbook-receivers piecemeal, and suggested yearbooks go out to all members, and dues payments be tracked separately.

Beth so moved, and Susan Walker seconded this. The motion passed unanimously. Beth also reported she will be stepping out of the Yearbook Chair position next year.

**Newsletter:** Sharon Grader thanked everyone who helped timely with her magnificent production of the newsletter. She acknowledged there was no room this month for *Member of the Month*, but there will be next time. She invites everyone to write articles for next newsletter.

**Fourth Corner:** Nancy Grigsby was not present, so no report took place.

**New Membership:** Marilyn Charlat Dix reported that by October 1 the WPW website will accept online membership applications for improved consistency of the process. She thanked Sandra Kahler for all her help, and Judith Heim for increased rack cards distribution.

**Additional Business:** Susie reported there is a memorial planned for Pamela Harold September 24 in Canada. Details of border crossing requirements can be requested from anyone attending.

She also reported that new Historian Elizabeth Kay invites WPW members to send her any materials they'd like added to our archives. Elizabeth Kay and Thea Mercer will be compiling a timeline of WPW's history and will report more when there's more.

General meetings will now begin online at 10 am, with programs to begin at 11. We hope to leave a 15-minute gap at 10:45 for technical preparation.

#### **AMENDMENT TO MINUTES 9-8-22:**

**Fourth Corner:** Although due to email difficulties the report was not given at the meeting, Nancy Grigsby reports the Fourth Corner's upcoming meeting on October 16 will be held at Kathy Bliss's studio, with guest presenter Barbara Noonan.

Respectfully submitted,  
Beth Betker  
for Thea Mercer