

MINUTES  
NWWWS Board of Directors Meeting  
Weds. June 12, 2024  
Zoom Video Conference

**12:15 - 1:00 Pre-meeting social time/lunch online**  
**1 p.m. Call to Order**

---

**Attending:** Deb Roskopf, Mike Thoreson, Linda Hulce, Peggy Meyers, Molly Murrah, Sarah Love, Karen Robinette, Devi Brunsch, Shirley Jordan, Roger Baker, Kristi Galindo Dyson, Conny Span, Haidyn Palenchar, Peggy Willett

**Approval of May Board Meeting Minutes**

**DECISION:** A motion to approve the May minutes by Molly Murrah and seconded by Linda Hulce and Roger Baker, was approved by all.

**President's Report - Debbie Roskopf**

- Officer elections: 136 votes to elect the officers for the coming year were received by June 1.
- Forecast: With each passing month, the 12-month Forecast Report is increasing our ability to look out into the coming year and plan accordingly. We will feel comfortable making decisions about new expenditures or enriching existing programs.

**Treasurer's Report - Shirley Jordan**

Shirley's report shows our actual numbers YTD. She mentioned that some website issues around member renewals are being resolved. Deb invited Shirley to join her and Shilpa for their meeting next week with the web developer, FZK, with any questions or needs.

Discussion followed about the revenue and expenses for various NWWWS programs, some of which are profitable, while others are not but are supported by the profitable programs.

**DECISION:** The board unanimously approved a motion by Shirley Jordan and seconded by Peggy Meyers, that future Paint Out registration fees be waived for Linda Hulce, in recognition for her extraordinary work to lead and organize these community-building events for members.

**Corresponding Secretary - Conny Spann**

Three members achieved Signature status in May: Mary Elle, Betsy Ward, and Lorraine Watry.

**Agenda Section A: Items requiring Board input and/or decisions:"**

**1. Debbie Roskopf: Exhibitions- Prospectus "collage" language.** Deb thanked Kristi Dyson for coordinating board members' input and composing the following language, which is part of the current Open prospectus. Discussion followed.

**DECISION:** The board unanimously approved a motion by Peggy Willett and seconded by Molly Murrah, to adopt the following language and policies for future exhibitions:

*"COLLAGE – Collage materials must be your original designs on archival materials, created within NWWWS accepted media guidelines. Commercially printed collage materials are*

*not permitted. Most of the painting should reflect painterly effects with collaged elements representing a minority of the overall work. Media other than water media may comprise up to 10% of the painting."*

**2. Debbie Roskopf and Linda Hulce:** Funding a simpler process and tool for members to participate in AZR critiques.

Linda explained that members who want their work critiqued so they can improve, need a simple process that will standardize and support them, and also be less demanding of AZR volunteers' time. Linda noted that a simpler system will keep the AZR team from burning out and enable them to more easily hand the program over to future volunteers.

**DECISION:** The Board unanimously approved a motion by Molly Murrah, seconded by Conny Spann, to authorize a one-time expenditure of \$1750 for FZK to streamline the AZR participation process.

### **New Business**

**1. Deb noted that NWS was contacted by a person who recently bought a painting by a former (1974-1977) president, Victoria Savage, for a very small price at a garage sale.** She asked about its value. Deb pointed her to an art appraiser but the person did not want to pay an appraisal fee. She does not want to keep or destroy the painting. Discussion followed and it was agreed that Deb will connect the buyer to Linda Hulce, who expressed interest in buying it.

**2. Storage locker clean out work party.** We must clean out the locker to avoid paying for another year of storage. Some items may be donated to other arts groups so decisions will need to be made as we move things out.

**ACTION ITEM:** Volunteers to help with the effort include, but are not limited to Linda Hulce, Peggy Meyers, Devi Brunsch, Mike Thoreson, Conny Spann, Deb Roskopf, Molly Murrah and Sarah Love.

**Time and date: June 27, 10 a.m.**

**Location: Bel Red Storage**

1405 130th Ave NE, Bellevue, WA

425-455-2600

**Locker W2031. Lock combination 1939**

Door and elevator code: 6997

To use elevator, press \* then 6997#

**3. Newsletter - new volunteer: Welcome D'Arcy Heiber!**

Molly advised that Katherine Wright would like to hand over the newsletter editor role to another volunteer by next summer. One of Molly's students has expressed interest in that role. D'Arcy Heiber is a NWS member, a talented painter who is on her way to Signature status, and a former technical writer with a background in graphic design, making her an ideal candidate for the role. In the coming months she is willing to assist Katherine and get to know

the other members of the Newsletter team and is also aware that the editor role is a board position.

With the board's blessing, Molly will coordinate with both Katherine and D'Arcy to assure a smooth transition. Peg will add D'Arcy to the next version of the board volunteer list so that she begins to receive board news and can attend future meetings.

Learn more about D'Arcy here: <http://www.paisley-studio.com/index.html>

#### **4. Signature Show at the Washington State Convention Center**

Venues Chair, Devi Brunch, and Signature Exhibits Chair, Kristi Dyson, shared news that the newly expanded WSCC has offered NWWWS space for a three month Signature Exhibit in January 2025.

Devi and Kristi will meet with WSCC staff to finalize the details in the near future. Kristi will alert all Signature members by email about the opportunity, then develop the prospectus and send the exhibit entry details to them in August. They will submit entries through our site to be juried by those members of the Board who volunteer to help. Shirley Jordan volunteered.

Kristi noted that Gold Medal members are also Signature Members and must always be included in any mailings or emailings to that group.

**ACTION ITEM:** Deb will alert Shilpa and FZK to this need.

We agreed that entry fees should be minimal since, as with past shows at the WSCC, accepted paintings must be delivered by Phoenix, who charges a fee per painting. Members may also need to pay to use Phoenix's framing program for the exhibit.

Accepted paintings may have been in previous exhibits and must be for sale.

The WSCC takes no commission for any sales, so NWWWS will take a small commission, which, along with entry fees, will help to cover expenses.

Expenses include printed trifold flyers, price lists and any reception costs. We will must use WSCC caterers for any reception food and beverage. They've done a good job at previous exhibit events we've held there.

We'll need a few volunteers to help install the exhibit, as in the past.

**ACTION ITEM:** Peg will send Kristi a list of members who like to help hang shows.

#### **5. Signature Exhibits Assistant Needed**

Kristi advised that she is ready for an assistant and to teach another NWWWS member how to lead the Signature Exhibits in the future. She will work with Shilpa to get a list of our 189 current Signature Members. Ideally, the new assistant and future Signature Exhibit Chair should be based in the Seattle area so that they can help install exhibits and scout venues with the Venues Chair.

#### **6. Retaining Signature Members**

Deb and Conny reminded all that we'd taken steps to contact lapsed Signature Members individually in recent months and that the three reminders all members get when their dues are nearing time for renewal, also point out the dues must be current if Signature Members are to continue to use the NWSW signature on their paintings.

**ACTION ITEM:** Regardless, it was agreed that Conny will work with Shilpa each month to spot Signature Members and Gold Medal members whose dues will soon need renewing, and reach out to them with additional TLC to encourage renewal.

The meeting adjourned at 2:42. Next meeting date: Wednesday, Sept. 11 at 1 p.m.

**Section B: The following Committee Reports/Updates keep everyone informed but no questions or discussions about them took place at the meeting.**

### **Data Manager - Shilpa Bhadsalve**

Shilpa sent details about website guest and membership data trends and year over year comparisons. She is traveling but advises we have to see what our numbers are at the end of June because this month many memberships have expired and haven't been renewed yet. She will send a new roster at that time.

### **Plein Aire - Suze Woolf**

Suze reports that Plein Aire restarted in May on Wednesdays and is now in full swing with more than 200 painters on her email list and about 30 who participate in each session. Also, this year's Cluster photo sharing site has 78 people on it and 92 posts so far.

### **Publicity - Sarah Love**

May was a busy month for PR:

### **Waterworks Exhibition**

- Winners press release distributed to 74 media
- Winners PR immediately picked up by *American Watercolor* <https://americanwatercolor.net/transcending-technique/>, *Tacoma Weekly* <https://tacomaweekly.com/watercolor-society-announces-exhibition-winners-p7528-221.htm>, and *Lynnwood Times* <https://lynnwoodtimes.com/2024/05/08/watermedia-240508/>
- Washington State Art Commission posted Waterworks Exhibition on their social media
- *Montana Standard* - article on Sallie Bowen in WW (use of artist's PR template created for all accepted artists)

### **Open Exhibition**

- Media plan completed for a total cost of \$3,450
- Call for Entries \$1,650 includes 4 banner ads in *American Watercolor* E-Newsletter and 3 social media campaigns
- Connecting with Viewers, Buyers & Art Collectors \$1800 includes \$600 *Seattle Times* 'The Ticket' \$1200 ten 15 second TV spots on KCTS Channel 9. Note KCTS adds ten bonus spots
- Cascade PBS (KCTS) has become a Platinum+ patron with nine more TV spots and a banner ad to boost traffic to NWSW website for Open show (\$2,000 value)

- Worked with Debbie R to create social media ads for 1st campaign featuring 1st place winner of 83rd Exhibition Christine Alfery's *Talisman*
- Review prospectus and made recommendations

### **Signature Members**

- Highlight and congratulate new signature members on social media: Mary Elle, Betsy Ward and Lorraine Watry

### **Social Media**

- Wrote and provided images for 60 posts for Facebook, Instagram and Pinterest for the social media team to upload on all the happenings at NWWWS
- Special posts for FB Members page on the new Connect feature and encouraging members to Vote
- Last minute post on Paul Wang's Workshops International sold out

### **Workshops International - Molly Murrah**

I sent contracts to three WI artists:

**Alex Hillkurtz** (May 2025), **Pablo Ruben** (November 2025) and **Angela Fehr** (February 2026). I have Fehr's signed contract; Hillkurtz is signing and will send soon; I'm still waiting on Ruben's contract.

Angela Fehr created a short presentation for the board on what type of workshop she will be giving. Link to her presentation: <https://vimeo.com/952470322/8b806bf921?share=copy>

A summary of testimonials for Paul Wang's May 5th WI workshop was shared. His August workshop filled in 5 days; 15 people are now on waitlist.

### **Workshops - Karen Robinette**

- Our fall online workshop, *Mastering Watercolor Techniques*, will be presented by Vladislav Yeliseyev, a multi-award winning artist, signature member of the American Impressionist Society and National Watercolor Society, and an international speaker, demonstrator, instructor, and juror.
- The workshop will be held October 28-31 on Zoom.
- Registration will open on the NWWWS website on August 9th for board members, and August 10th for everyone else, and is limited to 20 participants.
- If you are interested in this workshop, I would strongly encourage you to register early
- More information is available at [NWWWS.org](http://NWWWS.org) under Events/Workshops.

**Agenda Section C: Programs proceeding as planned, but no news to share.**

**AZR** - Linda Hulce

**Foundation** - Linda Sewerker and Peggy Willett

**Juror Procurement** - Molly Murrah

**Samish PaintOut** - Linda Hulce

**Permanent Collection and Public Art** - Roger Baker

