

VAST Executive Committee Meeting Minutes November 4, 2004

- 1) The meeting was called to order by Jo Williams, President.
- 2) Present were Jo Williams, Diane Dorn, Jo Nash, Kathy Mendes, Nancy Donley, Vidya Kagal, Evalyn Coulter, Millie Johnson, Alice Miller, Marilyn Brannon, Fran Shurtleff, Ingrid Scobie, Beth Haywood, Beverly Sipos, Erin DeGenero, Susan Bryant
- 3) A motion to accept the October 4, 2004 minutes was made by Diane Dorn and seconded by Jo Nash.
- 4) Calendar Chair Kathy Mendes submitted a report on current calendar sales and future plans. She stated that she has 190 calendars left to sell of the original 500 printed. After November 13, the day of the calendar artists' signing at The Cupboard, she will determine if there is a need to order more. For future sales, Mendes suggested that flyers not be printed since she has had no calls and deems this way of advertising ineffective. The better way to sell the calendars is by placement in businesses in key locations, such as Voertman's, Barnes and Noble, and other retail stores such as Elements of Design. In addition, Mendes also suggested that VAST members who have business locations be contacted for possible distribution, and has contacted other art organizations for their suggestions regarding placement and how to market. Mendes also reported that Voertman's has returned 25 of the 50 calendars from the second batch that they had offered to buy. Williams presented the question of whether or not to have a theme for future calendars. Themes suggested as possibilities were color, texture, medium, size, name of the piece, or other factors which would provide continuity for paintings accepted for the calendar. After considerable discussion, Diane Dorn suggested that we should have no theme for future calendars since we are already limited to horizontal work. The suggestion to have no theme was accepted by the Board. Mendes suggested that the deadline for slides for calendar entries be January, 2006, for the 2007 calendar, since she feels more time is needed for organization and publication. The deadline for the 2006 calendar is April 15; this date is printed in the 2005 calendar so we are committed for the next calendar. She noted the need for a way to get deadline information out to VAST membership. Because of considerable initial costs of the calendars, Mendes suggested that advertising fees be doubled for future calendars so that they will pay for themselves. Treasurer Nancy Donley reported that total deposits from current calendar sales are \$1700. Additional suggestions included charging \$75 to \$100 for the business card size ads in future calendars, as opposed to the \$40 charged this year and \$150 to \$200 for the monthly ads (which sold for \$100 for the 2005 calendar) She also suggested the possibility of adding coupons with ads. Nine business card size ads were sold for the 05 calendar. After discussion, the board concluded that we would not double the costs of the ad but go up maybe half. Whether or not to print note cards of the artwork for future calendars was discussed, and it was concluded that we should do this, and note cards would be limited to the image accepted for the calendar. Mendes will get a quote for the printing of these note cards. Suggestions for possible jurors for the calendar for next year included Jim Johnson, Gary Washmon, Laurie Weller, Dorothy Bertine, Georgia Gough,

and several others. Mendes mentioned the current exhibit at The Cupboard, and stated the paintings from the 2005 calendar will be on exhibit there in November with a calendar signing on Nov. 13. Mendes has agreed to coordinate all the exhibits for the Cupboard. She would like to have more types of exhibits there, such as children's art, or artists who are not currently members of VAST. Williams recommended that VAST members who would like to exhibit be given an opportunity to do so first. Discussion was held regarding criteria for art submitted for the calendar. Members need to be informed that all art which is accepted requires a statement regarding their work. A decision was made that there would be no restriction regarding dates of paintings. The membership will be informed of calendar art criteria in the Vision and by announcements in the General Meetings.

5) Treasurer Nancy Donley reported that the current balance in the checking account is \$3163.91; Certificate of Deposit \$5390.67; with total deposits of \$8554.58. Donley also reported a current deposit of \$90 from sales of the VAST Art Adventure Tour. Executive Director Ingrid Scobie reported that the Sally Packard workshop had yielded a final profit of \$410.

6) In closed session, Williams submitted revisions for the job description and contract of Executive Director Ingrid Scobie. Scobie will be paid \$300 per month for 20 hours of time, which is a rate of \$15 per hour. Her new contract will provide that she can be paid for more hours only with a request and approval from the Executive Board. Additional income from Texas Bank or other sources does not require Board approval. For payment for additional hours, the wording in the new contract will be "when requested". Williams will present the final copies with minor rewording to the Board for approval.

7) Williams introduced Susan Bryant to the Board. She is a new member and will be in charge of the VAST information booth at the Arts and Jazz Festival.

8) Membership Chairman Vidya Kagal reported that 65 members have paid since September, 2004, and that there are 23 new members. She stated that Volunteer Coordinator C. J. Solberg, who was not present, had the official membership totals.

9) First Vice-President Diane Dorn reported the need for VAST to acknowledge members who have deaths or illnesses with cards or letters. Williams and the Board agreed and Dorn was referred to Hospitality Chair June Dalton. It was agreed that this was important for public relations. It was suggested that VAST stationery be used for these occasions. Dorn noted that since November guest presenter Jeanette Chinelli was making a trip from Houston, she would be staying in Denton overnight. Because of the distance, she would have to pay for hotel accommodations, food for the next day, and gas. Dorn has contacted Joye Moon for a possible watercolor workshop for October, 2006. . Moon has requested that VAST help pay for a rental car or the cost of one-half of her flight from Wisconsin. The Houston Watercolor Society is now planning to pay for her total flight expenses for a workshop that she will hold there just prior to a possible workshop for VAST. The workshop with VAST will be a "tack on" from the Houston workshop since she will already be in Texas. She requires a minimum of ten participants at \$35 each, or \$350 a

day. Dorn will continue to work with Moon on the plan, with decisions on rental car fees (if she and her husband fly), or mileage if they drive. Moon and her husband will be offered housing while here, \$20 a day for food (\$120 for six days), and the actual costs of driving here. Discussion was held about raising the fee for participants in this workshop to \$45 per day. The board decided to invite Moon to do a workshop in the summer or fall of 2005, and Dorn will investigate this possibility.

10) Spring Exhibition Chair Erin DeGenero emphasized that the deadline for entries for the Spring Exhibition is December 15, just a little over a month away. She stated that she still needs many volunteers to help with the show and will pass around the sign-up sheets again at the General Meeting.

11) To help promote the Spring Exhibition, Executive Director Ingrid Scobie reported that she had contacted the Latin Cultural Center, which is a group of people from Chile who currently live in the Dallas-Fort Worth area. She will also talk to the Hispanic Chamber of Commerce and possibly Channel 2, the local public television station. The latter could be asked to broadcast a taped interview of the Spring Exhibition juror, Jesus Moroles.

12) Williams read a proposal from Beverly Sipos for fees for members' websites. Currently one thumbnail image of work by the artist's name is free if the image is e-mailed or sent as photo or slide, or on a disk. There is a fee of \$5 if the image needs to be scanned, which is paid to Sipos. Except for scanning fees, all other fees are paid to VAST. For six to eight images on a personal website, the cost is \$20, which is a "one time only" fee. Additional pages will be \$10 each. The VAST website is available to members only. Discussion was made about the reasonable cost of VAST website fees, since typical fees for this service are usually around \$500, plus a \$250 maintenance charge. Erin DeGenero made a motion to approve website charges and Marilyn Brannon seconded. The Board voted to accept the motion.

13) Historian Marilyn Brannon asked for suggestions for preparing the VAST scrapbook. She could possibly show an update on progress of the scrapbook in January, 2005.

14) Williams opened a discussion on the lack of applications from student participants for the awards available from the June Impson Scholarship fund for VAST workshops. Scobie noted that students cannot afford to miss school for several days during the week in order to attend a workshop. A suggestion was made to open up the scholarships to others who would more likely be able to attend. Beverly Sipos moved to change the scholarship criteria and offer the awards to individuals other than students, which was seconded by Nancy Donley. The Board accepted the motion.

15) Second Vice-President Beth Haywood reported on the VAST 1st Annual Art Adventure Tour of Studios to be held Saturday, November 6. She stated that she still needed volunteers for the Show and Sale to be held at Greenspace Arts Collective on Sunday, November 7, from 11 a.m. to 4 p.m. Haywood requested that more people help contact places that might display VAST work, since this requires an extensive amount of

time for one person. She suggested that we omit Barnes and Noble from further involvement since the limited exposure of exhibits is not worth the time it takes for this placement.

16) Nancy Donley, who currently has a painting on display at Wildwood Inn, reported that future artists who are showing in a specific location receive a recommendation from the location regarding size of their work. Her experience at Wildwood Inn has been that her painting was too large for the space allotted.

17) Beverly Sipos reported that she had written a letter to the Greater Denton Arts Council suggesting the need for Denton to have a sales gallery where artists could consistently show their work. She noted that many other places have galleries and that this is a service to the community. Williams offered to meet with Herbert Hall of the GDAC and pursue this idea.

18) Williams announced that there has been some response from a general mail-out letter offering different levels of VAST membership. Scobie reported that she has received three "Mary Cassatt level" memberships, which are \$50 each, but it will take 20 supporting memberships to cover VAST printing and mailing costs.

19) The meeting was adjourned at 5:00.

Respectfully submitted, Millie Johnson, Secretary