

Women's Caucus for Art
Board of Directors Meeting Minutes
Saturday and Sunday, June 25 –26, 2016
Hotel Provincial, New Orleans, LA

Board Members Present: *Susan M. King, Rona Lesser, Sandra Mueller, Margo Hobbs, Laura Morrison, Noreen Dean Dresser, Tabatha Jarmulowicz, Margaret Parker, and Yuriko Takata*

Also Present: *Karin Luner (Director of Operations), Nonney Oddlokken, Marsha Masterson*

Saturday, June 25, 2016

8:34am Welcome and Call to Order by Susan King, National Board President

King opens the meeting stating that WCA is showing a \$13,000 deficit and wants to spend most of her time proposing a number of ways getting the organization back into the black, and then continues on to old business.

OLD BUSINESS

Laura Morrison makes motion to accept the 2016 Winter Board Minutes

Margo Hobbs seconds

Minutes are accepted

MSP (Motioned, Seconded and Passed)

Sandra Mueller points out that on page 13 of the board report bundle in Janice Nesser-Chu's report the budget for exhibitions is not correct since the AIR show operated over 2 periods and should be reflected in the report as well.

Hobbs apologizes for not submitting a report. Luner states that the "missing reports" page should also list Anne Kantor Kellett.

Mueller motions to accept the 2016 Summer Board Reports as written into the record

Hobbs seconds

Board reports are approved as submitted

MSP

REVIEW OF ACTION ITEM STATUS

ACTION: To look at benefits package for all membership levels (Membership Committee) – **ONGOING**

ACTION: Link WECAN's website to WCA's Resources page under the ABOUT Link on WCA's homepage – **DONE**

ACTION: Develop procedure for a links page on website (Luner, Eubank) – **Taken off**

ACTION: Executive Committee will look at balancing the positions between elected and appointed positions – **Ongoing**

ACTION: Clarify how the Closed Chapter Escrow Fund works, and what the rules for fund dispersals are – **Ongoing** (Nesser-Chu, King, Hobbs, Morrison)
ACTION: All Bylaw Changes (Nesser-Chu, King, Hobbs) – **Ongoing**
ACTION: Update Exhibition Guidelines & Blind Jurying Process (CM Judge) – **DONE**
ACTION: Update Board Manual (Luner, Nesser-Chu, King) – **Ongoing**
ACTION: Flesh out LFT Membership Benefits (Schwetman) – **Taken off**
ACTION: Flesh out Mentor program implementation (Schwetman, Houghton) – **Tabled**
ACTION: Develop WCA Policies and Procedures Manual, including compensation/benefits protocol for paid staff (Oelbaum) – **Taken off**
ACTION: Get LTA and WCA exhibition catalogs into Library of Congress (Hobbs, Mueller) – **Ongoing**
ACTION: Student Club Packet to board & Doodle call in near future (Schwetman, Basinger) – **DONE**

NEW ACTION: Add Morrison to the Membership Committee

NEW ACTION: Survey Lapsed Members (Luner, Dresser, Mueller)

NEW ACTION: Revise the Exhibition Guidelines to use roles and titles instead of names (Mueller)

NEW ACTION: Add Margaret Parker to the Student Club Committee

NEW ACTION: Revise and Finalize Student Club packet submitted by Sondra Schwetman (Hobbs, King, Parker, Mueller, Jarmulowicz, Houghton)

9:13am Fiscal Overview and FY17 Budget Approval

King states that she is in total agreement with Janice Nesser-Chu's portrait of WCA's financial situation. Luner goes over the bank statement reporting on the various checking and savings accounts. Dresser points to the loss of membership and donations in the prior year comparison, indicating a sudden drop in both areas pointing to a red flag.

General discussion about loss of exhibition income and loss of members and the need to increase the membership and the need to do at least 3 exhibitions; King suggests raising the membership dues to \$50 or \$55, which the board discusses at length. Board also discusses the various ways of coming up with a budget by looking at median numbers of the past 3 years not just basing it on last year's numbers in the Membership income, which Luner, King, and Nesser-Chu approached as such. After many interruptions and questions, King proceeds to go through the numbers, and lays out the scaled-down Lifetime awards events, which will increase the LTA income, this coupled with having the events in NYC and on a Saturday, and greater exposure to CAA should keep the awards in the black. She wants to bring the conference package price also down so that more people can participate. She also wants to target CAA women to come to the events, even proposes to buy a CAA list to do mass invites to the events. She also plans to sell LTA tickets through CAA.

10:25am Break

10:41am King calls meeting back to order and allows another 10min for discussion of the Budget. Luner points out that she has not seen a raise in 2 years and suggests an added week of vacation to make up for the lack of the increase. Her request is put on the parking lot for a later-on discussion.

Parker notices that there is no money allotted for advertisement or promotion. King suggests doing promotions via email and CAA. Mueller wants to postpone voting on the budget until later, but Hobbs wants to accept the budget as presented, which the board agrees to.

Mueller makes motion to accept the budget with a (0) Zero added to the Advertising Line Takata seconds

Budget FY17 is approved with minor changes

MSP

NEW BUSINESS

PROPOSALS

PROPOSAL # 1

Title: Update Membership Guidelines & Other Documents

Sponsors: Laura Morrison, WCA VP for Chapter Relations

Consensus in getting them updated and maybe mailed out in hard copy by Oct 1.

Parker motions accept Proposal # 1

Hobbs seconds

MSP

ACTION: Update Membership Guidelines (Morrison and Membership Committee)

King updates the board on the recent changes to the board. Donna Moran stepped down but will be in touch with WCA. Anne Kantor Kellett, the International Caucus Chair, also stepped down for personal reasons, Maureen Burns-Bowie, the WCA NGO Representative, will advise on who might be willing to step into this position. Burns-Bowie also will join the board as Director after the Summer Board Meeting. Brenda Oelbaum, Past President, informed King that she wants to step down in Feb 2017. Yuriko Takata also wants to step down in February, and Helen Obermeyer Simmons' 3-year term will end. King gladly accepts Janice Nesser-Chu's continuation as treasurer. Overall, King sees the future of WCA focused on program funding, and explains that to get funding through grants as a non-profit, WCA needs to provide programs that benefit non-members and the public as well as its members.

11:19am Discussion about Hotel choice for LTA and Conference. Mueller has looked at several hotels,

like the Warwick, Marriott, and the Sheraton, which is also a CAA hotel, and contacted the Night Hotel, which has not gotten back to her. After weighing the options and pricing, the preferred choice might turn out to be the Marriott Hotel, which is in close proximity of NYIT and the Hilton. Mueller and King will undertake further inquiries.

King will also request the 1 ½ hr spot at CAA for the WCA meeting slot. Dresser will look for other free meeting spots, but recommends getting a space at the hotel.

King wants to rent a table at CAA's Conference to sell LTA catalogs from all prior years, LTA tickets, Raffle tickets, and use the conference table at CAA as promotion for WCA, as well as having some book signings. Linda Gilbert-Schneider will donate books for the Raffle prizes. King suggests hiring Neko Pilarchek to work the conference table.

"Wage On" exhibition will open on Thursday evening, Feb 16, 2017.

Awards will be held on Saturday evening, Feb 18, 2017, and will be pushed back up to 5pm in order to have more time at the reception.

Board meeting will commence on Sunday, Feb 19th at 10am.

King plans to hold the silent auction on location as well as online; and suggests using the Paddle 8 platform.

She states that she needs key works by prime artists for it to be successful.

Morrison introduces both visitors at the meeting to the board, Marsha Masterson and Nonney Oddlokken, both from the Louisiana Chapter.

12:10pm Lunch Break

12:47pm Meeting back to order

Finishing up of discussing NY Feb events and how to cover the costs of the events.

ACTION: Luner will look into 4Square to see if they allow raffle ticket sales online since PayPal forbids using its platform.

King presents the "Phantom Ball Project" fundraiser, which could be a WCA Raffle opportunity. Board weighs the options but comes to no conclusion of how to implement this idea.

Mueller brings up the exhibition "Wage On", which still has neither juror nor an exhibition manager. Dresser commits to hanging the show and to de-install, Morrison offers to help as well.

Board delves into exploration of exhibitions other than at Ceres, maybe lectures or other scholarly event to develop with an emphasis on Public Programming.

King states that CAA did not accept the "Theorizing the Present" panel as proposed by King and Frostig.

Morrison would like to see the LTA presentation videos linked back to website and use these as chapter development tools.

Parker wants to see a promotions committee in place and wants to head it.

King wants to see a logo redesign and wants the board to suggest ideas

2:10pm **BREAK**

2:24 **PROPOSAL # 2**

Title: Online Forum for Inter-organizational Communication

Sponsor: Tabatha Jarmulowicz, SE Regional Chair

Proposal is adjusted to establish 2 new Facebook Groups, one for the board and one for the Chapter Presidents and Regional Chairs.

Admins for the Board Group:

Jarmulowicz, Hobbs, Mueller, King

Admin for the Chapter Presidents Group:

Jarmulowicz, King, Morrison

Morrison moves to accept adjusted Proposal # 2

Takata seconds

MSP

ACTION: Establish 2 FB private groups

10:00am **PROPOSAL # 3**

Title: Networking & Opportunities Digest/Listserv

Sponsor: Tabatha Jarmulowicz, SE Regional Chair

This proposal is pulled since these opportunities are already in existence, but info needs to be shared more frequently.

3:01pm **Meeting Adjourned**

Sunday, June 26, 2016

Board Members Present: *Susan M. King, Rona Lesser, Sandra Mueller, Margo Hobbs, Laura Morrison, Noreen Dean Dresser, Tabatha Jarmulowicz, Margaret Parker, and Yuriko Takata*

Also Present: *Karin Luner (Director of Operations), Nonney Oddlokken*

8:33am Call to order

King calls meeting to order and would like to change the agenda to conclude the meeting around communications, revisit the parking lot items, and take a look again at the action items. Then close out the regular business meeting and weave into strategic part for this morning.

Parker moves vote on agenda change

Dresser seconds

MSP

Immediate Plans:

- Fall/Winter 2016 – announcing awardees, conference, registration (mid Oct)
- Artlines Spring 2017 – right after conference (mid April/May)
 - ❖ Get ads for Artlines
 - ❖ Get more editorial content
 - ❖ Include link to financials
- Develop a comprehensive communications plan
- Cement relations between CAA and WCA
- E-news every month
 - ❖ Highlight WCA Benefits
 - ❖ Include Chapter News (no more than 250 words & 1 image with caption)
 - ❖ Morrison will draft e-news guidelines (needs access to VR)

Parker wants to implement her Media Plan as presented in her report. She states that the LTA events are underappreciated and underserved. She would like to advertise the events with posters and better press releases. Discussion ensues about cultivating press relations. Jarmulowicz will make contacts to small letterpresses to see if they would sponsor a poster print run. Morrison wants to see a timetable attached to Parker's plan. The discussion ends with no tentative actions planned.

9:20am Parking Lot Items

1. Luner's added week of vacation benefit

Board agrees to grant a 3rd week of vacation instead of a cost of living increase.

Board will also revisit this agreement in February 2017

Morrison motions

Hobbs seconds

MSP

2. Membership dues increase

Dues increase will move to a review by the Membership Committee (King, Morrison, Jarmulowicz, Nesser-Chu and the Executive Committee) and will bring it to a board vote.

The Membership Committee will also review the LFT Membership Increase from \$500 to

\$1,000 dating back to a board decision in 2015

9:29am Muller moves to adjourn the formal board meeting
Hobbs seconds
MSP

(Minutes written and recorded by Karin Luner, Director of Operations)

ALL ACTION ITEMS

ACTION: To look at benefits package for all membership levels (Membership Committee)

ACTION: Clarify how the Closed Chapter Escrow Fund works, and set rules for fund dispersals
(Nesser-Chu, King, Hobbs, Morrison)

ACTION: Executive Committee will look at balancing the positions between elected and appointed positions

ACTION: All Bylaw Changes (Nesser-Chu, King)

ACTION: Update Board Manual (Luner, Nesser-Chu, King)

ACTION: Get LTA and WCA exhibition catalogs into Library of Congress (Mueller, Hobbs)

ACTION: Survey Lapsed Members (Luner, Dresser, Mueller, King)

ACTION: Revise the Exhibition Guidelines to use roles and titles instead of names (Mueller)

ACTION: Revise and Finalize Student Club packet submitted by Sondra Schwetman (Hobbs, King, Parker, Mueller, Jarmulowicz, Houghton)

ACTION: Update Membership Guidelines & Other Documents (Morrison, Jarmulowicz)

ACTION: Luner will look into 4Square to see if they allow raffle ticket sales online

ACTION: Establish 2 FB private groups (Jarmulowicz)