

Women's Caucus for Art
Board of Directors Meeting Minutes
Friday, June 2, 2017
Serra Retreat Center, Malibu, CA

Board Members Present: *Susan M. King, Sandra Mueller, Margo Hobbs, Laura Morrison, Margaret Parker, Danielle Eubank, Rona Lesser, Ulla Barr, Linda Gilbert-Schneider, and Dale Osterle*

Also Present: *Karin Luner (Director of Operations), Bianca Lago, Marcia Wood, Beverly Runyan, Liz Dodson, Ann Storck, Cheryl Bookout, Karen Schifman, and Joan Di Stefano*

Friday, June 2, 2017

9:17am Welcome and Call to Order by Susan King, National Board President

King calls the meeting to order and Mueller briefly clarifies the activities for Saturday and offers to provide fuller details at lunch

OLD BUSINESS

Gilbert-Schneider makes motion to accept the 2017 Winter Board Minutes

Parker seconds

Minutes are accepted with correction: Page 4, 12:42pm "King announces that Parker is taking on the role of Communications VP and will join the Executive Committee. Morrison will be Chair of the Membership Committee," instead of: "*King announces that Morrison is taking on the role of Membership Chair and will join the Executive Committee.*" Luner will also remove
ACTION: *To look at benefits package for all membership levels (Membership Com) – DONE* from page 6.

9:27am MSP (Motioned, Seconded and Passed)

Next, King wants a motion to accept the board reports as submitted.

Barr, in addition to her report, lays out the difficulties with the closing of the Silicon Valley Chapter and former Chapter President Susan Kraft, who still maintains a Facebook presence with the WCA chapter name and holds meetings in her studio. Luner adds that the Florida Chapter had also closed at the beginning of the year, however not very formally. King suggests addressing these chapter issues in the near future with the help of Luner and Morrison.

Gilbert-Schneider motions to accept the 2017 Summer Board Reports into the record

Hobbs seconds

Board reports are approved as submitted

9:33am MSP

King resumes the meeting with the review of the action items.

REVIEW OF ACTION ITEM STATUS

ACTION: Clarify how the Closed Chapter Escrow Fund works, and what the rules for fund

dispersals are – **Ongoing** (Nesser-Chu, King, Hobbs, Morrison)

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

ACTION: All Bylaw Changes (Nesser-Chu, King, Hobbs) – **Ongoing**

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

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

ACTION: Revise and Finalize Student Club packet submitted by Sondra Schwetman (Hobbs, King, Parker, Mueller) – **In Progress**

ACTION: Five-year plan onto website (Luner, Nesser-Chu) – **Ongoing**

ACTION: Add introduction to Membership Guidelines (Morrison) – **DONE**

ACTION: King to modify president’s task list for the board (King) – **Ongoing**

Going through the items, King points out the discrepancy between the appointed and the voted-in positions on the board, being top heavy on the appointed side and not enough people being brought onto the board through Chapters’ Council. She also points out that many people are not able to afford coming to the board meetings that are elected through the council. Morrison adds that she will make an effort to connect with Sarah Bloom, who joined the board as director in February but could not come to the summer board meeting for just that reason. She will also work on getting more people elected through Chapters’ Council next February, given the fact that this was her first term as Membership Chair. The Board concludes that even though a \$500 board contribution is expected, it can be given as a work contribution or as an in-kind donation. Then, the Board discusses benefits and the roles of the Caucus Chairs. Bianca Lago, who wants to step up as Young Women’s Caucus Chair, will be contacting Sondra Schwetman, the current chair, after the meeting. Schwetman will stay on as director in her 3-year term.

Next, the conversation centers on the formerly fleshed out 5-year plan, which was developed during the Portland retreat in 2015 under President Brenda Oelbaum. Mueller, who attended this retreat, states that this plan is actually non-binding but still good to have in place as a compass to guide the organization. Looking at developing a new 5-year plan is put on the Parking Lot for a later discussion.

ACTION: Develop an organizational Month-to-Month WCA Timeline (headed by S. King)

Luner suggests adding the organizational filing dates to the timeline as well.

Discussion on raising funds via online auctions using auction sites like Paddle 8 need to be reviewed. Mueller suggests that members might raise donations by giving a percentage of their art sales to WCA. But this discussion is tabled until later.

9:54am Review of Action Items concludes

10:00am Financial Overview

Opening the discussion, King directs the board to the Treasurer’s report, which projects a \$2,000 net profit by end of this fiscal year. King is confident that the 2017/18 fundraising effort will be more productive since the board will have more time to fundraise, but cautions that they cannot rely on further donations from the Sleigh Estate or from Brenda Oelbaum. She also

points out that the new budget contains funds for rebranding and website development.

She informs the group that after reviewing last year's LTA and Conference numbers with the Executive Committee, it was decided to add a Conference Registration fee and raise the Conference Package price for 2018. In general, King is pleased to announce that WCA is back in the black under her term and overcame the \$13,000 loss from the prior year.

Nesser-Chu phones in and states that even though the past events all showed significant losses, this fiscal year will prove to be in the black by a small profit. However, since WCA still has a full month to go before its books close, it is hard to tell how much net profit there will be left.

She emphasizes that the board needs to step up this coming year because they cannot rely on donations from Brenda Oelbaum or from the Sylvia Sleigh Foundation. The board fills her in that the conference and exhibition theme will be titled *Art Speaks! Lend Your Voice*, which will most likely speak to a wider audience and garner more participation than in 2017.

10:00am Budget FY18 Approval

King states that although there is not much discretionary spending in the budget, she feels strongly that this budget, which was originally prepared by Luner and Nesser-Chu, is solid. She agrees that the last conference package price versus cost was underestimated which led to the shortfall in revenue. She cites that the Committee had already agreed to do a quarter page ad exchange with CAA, and she is committed to purchase the \$1,000 CAA Banner ad again, even though there was no crossover by CAA women, she feels that a CAA web presence is furthering WCA's visibility. Also, the price of the AV equipment is already included in the venue rental next February.

Eubank raises the issue that according to the budget the exhibition must raise at least \$8,000 in entry fees to be viable. Parker addresses PR needs and sees the monies very tight. King emphasizes again that the organizational expenses are pretty much set from year to year, and that the focus for the board lies in getting a functioning budget for the LTA, conference and exhibition into place. She concludes the review in that the FY18 budget forecasts a net profit of \$96. As the board starts to veer into conversations to all sorts of ways to fundraise, King urges the board to return to focus on the budget as outlined and wants a vote.

Gilbert-Schneider motions to accept the budget as presented
Hobbs seconds

11:07am MSP

Break

11:20pm Board Business

King moves onto board business and announces that Maureen Burns-Bowie will continue as UN Chair, but has left the board. Sarah Bloom, who came onto the board in February 2017, stepped up to be the Northeast Regional Chair. Margaret Parker, now serving as Communications VP and member of the Executive Committee, will be focusing on PR and advertising, organizational outreach, and will take on the monthly E-news publication with Laura Morrison. Marcia Wood will join the board as director and take on the vacant Eco-art Caucus Chair position, and Bianca Lago will join as director and Chair of the Young Women's

Caucus. Both will serve the 3-year term as director from 2017–2020. King lists board positions that need to be filled in the near future as VP for Development, Midwest Regional Chair, a Special Events Chair, and an Exhibitions Director. King informs the board that Noreen Dean Dresser had expressed desire to take on the Exhibitions Chair positions when she goes into retirement next year. Karen Schifman and Shelley Heffler will be Co-Exhibition Chairs for the LA exhibition at the Arena One Gallery. Margo Hobbs will direct the performance program at the YWC exhibition venture.

The board votes in Marcia Wood and Bianca Lago unanimously.

King announces that the Nominations Committee needs to convene to start the election process for the next President Elect in the fall. Mueller, aided by Hobbs, will chair the committee. Mueller suggests for board members to self nominate. The date to publish the call is set for July 1st.

ACTION: Call for President Elect nominations goes out in July E-news

11:40pm Tentative Plans for LA Conference

King outlines the various events; Book Table at CAA, Young Women’s Caucus Exhibition and Performance Program, National Exhibition at Arena One Gallery, the Raffle and the Silent Auction Fundraisers. Osterle will organize to get one major artwork for the raffle. Hobbs will again head the silent auction, and Parker will serve again as book table manager. Exhibition catalogs ideally should include one essay by an art historian and a foreword by the president. Calls for artwork will go out after Labor Day, and Lesser suggests to publish the theme of the exhibitions in the next e-news, so people have time to prepare.

The WCA/CAA panel will be accepted as part of being an Affiliated Society of CAA, and the time slots for the CAA Business Meeting and the Reception will be decided later in the fall. As usual, co-ordinations with TFAP will be paramount. The LTA reception will be moved back to Saturday, and the board meeting will be held on Sunday, 10-3pm with a working lunch.

11:57pm Next, Muller goes over the two options that are up for discussion, buffet vs. sit-down dinner, which will serve a lunch plate instead of the dinner plate, saving on cost. The plan also includes having a cash bar before the ceremony, then the award ceremony, followed by the sit-down dinner. Luner inquires about the time frame of the events deeming it too tight to do justice to the silent auction and raffle fundraising efforts, given that people are not able to move around, or having to get up and leave their seat to finalize their purchase transactions, and therefore will lose out on food or desert. Morrison prefers the gala set-up instead of the sit-down option as well. Parker also prefers the socializing opportunities of a buffet. Gilbert-Schneider emphasizes the need for adequate seating at these buffet style galas. Further discussion and a vote are tabled until after lunch.

12:07pm Lunch

12:51pm Meeting reconvenes

Discussion opens about the age limit for joining the Young Women’s Caucus. After a few minutes of discussion the board concludes that there really should be no age limit, and that it should be self-directed by the women who want to join.

King focuses the board back to the issue of the LTA Events, and concludes that after talking

logistics with Luner during lunch, she reached the conclusion to go with the appetizer buffet option, even though it will increase the cost about \$2,000. Mueller, who prefers the sit-down dinner, would like to see how much money is raised via the silent auction to make up for the extra expenditure. King wants to see a show of hands, which concludes that more people prefer the appetizer/buffet option as well.

Then, she outlines the flow of the events as such:

- 5pm (end of TFAP panels) a No Host Bar, with a display of the raffle item(s)
- 6–7:30pm Awards Ceremony
- 7:30–9:30pm Gala Reception in the 1000 Cranes Room with display of auction and raffle item(s), and the Photo shoot of the Awardees
- 9pm announcement of raffle winners and auction results, wrapping up auction purchases
- 10pm event ends

King will send out hotel contracts to the board for another round of review. The cost for the event will be around \$14,000, which will be lower than indicated in the budget.

1:09pm Next, King addresses the Communications and Branding efforts, and that there is \$1,000 for a CAA Banner Ad announcing the LTA events, \$2,800 for general PR, and \$2,400 for LTA Fundraising in the budget, there are also \$2,500 to be allocated for a website remodel.

The Artlines deadline for essays is set for June 5th; Parker and Morrison will ask members to suggest a new name for the e-news; the publications page under the About Page on the website needs to be updated to include the latest e-news.

Luner explains that she needs help from the board finding websites that would work for WCA. Eubank would like to see better linking with less sidebar navigation. A new logo is also in the works and will be put up for a vote, King explains. Parker wants to see a less flat and minimal logo. King shares an old WCA Brochure that features a brighter red, which she prefers to the fire engine red of the current logo. Luner cautions that the volunteer from Taproot cannot be strung along for too long, and that the board really needs to move on with this project. King forms a Website Committee including King, Hobbs, Morrison, Eubank, and Parker. Luner explains the ins and outs of the much needed web upgrade to WordPress (WP), and the different databases that are already part of WCA's website. The new membership directory will be a Contact Management System (CMS) Module that will be imbedded into the WordPress site, which grants instant access for new or rejoining members unlike the current database, which is manually updated 2–3 times a month. It would also allow for a running year. However, this module will cost about \$200 a month depending on the number of members, but it will cost less in the long run, since WCA no longer needs a programmer to do the monthly updates, nor post the LTA and Conference events purchase page. This Membership Module allows for event postings and keeping track of event attendees. It also features other great reporting capabilities.

Last not least, the Board would like to see the LTA Catalogs listed under the Publications Page.
ACTION: List LTA catalogs under the Publications page

Addressing Parking Lot Items:

- Getting the 5-Year Plan from Janice Nesser-Chu and place it on the Board Page (Nesser-Chu, Luner)
- Sharing a prior passed proposal sponsored by King about LTA Funding, (King)
- Keeping a gross income tally of CAA Book Table sales (Parker, Luner)
- Planned Parenthood Event organized by Bianca Lago

Lengthy discussion of the Planned Parenthood event ensues. Lago wants to explore ways to include WCA in her event and share some of its projected income, either as a donation or as part of her board donation. Luner brings up that the YWC has funds that can be used for special YWC events, and that any monies raised by her could go into said fund. Lesser adds that people can also directly donate to the each of the caucuses. After several rounds of pros and cons, WCA will not sponsor the event or the hotel room rental, which would serve as the exhibition venue. Board Meeting comes to a close.

Gilbert-Schneider motions to adjourn the meeting
Parker seconds

1:55pm Meeting Adjourned

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

ALL ACTION ITEMS

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

ACTION: Exec. Committee will look at balancing the positions between elected & appointed positions – **Ongoing**

ACTION: All Bylaw Changes (Nesser-Chu, King, Hobbs) – **Ongoing**

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

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ACTION: Revise and Finalize Student Club packet submitted by Sondra Schwetman (Hobbs, King, Parker, Mueller) – **In Progress**

ACTION: Five-year plan onto website (Luner, Nesser-Chu) – **Ongoing**

ACTION: King to modify president's task list for the board (King) – **Ongoing**

ACTION: Develop an organizational Month-to-Month WCA Timeline (headed by S. King)

ACTION: Call for President-Elect nominations planned to go out in July E-news (Morrison, Mueller, Parker)

ACTION: List LTA catalogs under the Publications page (Luner)

ACTION: Sharing a prior passed proposal sponsored by King about LTA Funding, (King)

ACTION: Keeping a gross income tally of CAA Book Table sales (Parker, Luner)