

Women's Caucus for Art
Board of Directors Meeting Minutes
Sunday, February 19, 2017
Marriott Courtyard, New York, NY

Board Members Present: *Susan M. King, Sandra Mueller, Margo Hobbs, Laura Morrison, Janice Nesser-Chu, Margaret Parker, Ulla Barr, Sondra Schwetman, Linda Gilbert-Schneider, Maureen Burns-Bowie, Noreen Dean Dresser, Dale Osterle, and Yuriko Takata*

Also Present: *Karin Luner (Director of Operations), Gail Smuda, and Marilyn Hayes*

Sunday, February 19, 2017

10:14am Welcome and Call to Order by Susan King, National Board President

King calls the meeting to order and thanks the board for all their work during the conference and the various events

OLD BUSINESS

Gilbert-Schneider makes motion to accept the 2016 Summer Board Minutes

Hobbs seconds

Minutes are accepted

MSP (Motioned, Seconded and Passed)

Schwetman motions to accept the 2017 Winter Board Reports as written into the record

Gilbert-Schneider seconds

Board reports are approved as submitted

MSP

REVIEW OF ACTION ITEM STATUS

ACTION: To look at benefits package for all membership levels (Membership Com.) – **DONE**

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: Survey Lapsed Members (Luner, Dresser, Mueller) – **DONE**

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

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

ACTION: Update Membership Guidelines & Other Documents (Morrison,

Jarmulowicz) – **DONE**

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

ACTION: Establish 2 FB private groups (Jarmulowicz) – **DONE**

10:34am Review of Action Items concludes

Luner's vacation weeks and 3% increase is placed on parking lot.

10:36am Financial Report of the Treasurer

Nesser-Chu addresses the updated LTA, Conference, and Exhibition budgets. She reports that 126 tickets sold prior to the event, and being upped to about 135 by the end of the evening. Further, she states that although not having all the numbers in, it is hard to tell the full picture. Also, a coat check person was added at the last moment, and with honoree travel cost not yet in, she still projects a \$1,000 in profit on the LTA. By looking at the exhibition numbers, she concludes that the projected net profit lies only by \$100. Morrison states that exhibitions with special themes need to be announced much earlier so people have time to produce special work for them. Mueller states that this time around more WCA members entered the show than had in previous shows, with 50% members accepted into the exhibition. Dresser brings up that the Minnesota 'Women and Money' show had a lot more funding, and that Ceres Gallery was taking out more than agreed upon, and she wants to see more detailed proposals in the future. King interjects that there needs to be an Exhibitions Committee in place to which Nesser-Chu adds that Karen Gutfreund as Exhibition Chair had build a great list and gained a lot of expertise over the years to come out ahead with all her shows. Eubank suggests that the theme of the exhibition should reflect the theme of the conference, to which Mueller replies that this was actually the case in prior years.

Nesser-Chu brings the focus back to the various accounts on the balance sheet, specially addressing where the left-over money from the AU exhibition should go, taking into account the last conversation with Barbara Wolanin, who would like to see the money to go into the Legacy Account. Looking at the P&L, Nesser-Chu states that in comparison to last year when WCA ended with a \$13,000 Net Loss, projects that this fiscal year might close with a small profit. Parker states that there needs to be more promotion about WCA's events, and Morrison adds that she will push more memberships renewals in order to increase profits. Nesser-Chu ends her financial presentation with an emphasis on the need to produce more exhibitions, conference, and LTA income, since they have shown to be moneymakers in the past. She concludes that membership is up about 10%, which reflects her recommendation to the board at the last meeting. Today, her recommendation to the board is developing more exhibitions which also puts WCA on the map, and secondly, focus on PR and Fundraising, and to put into place a hired person part-time to work on both things. She underscores that a focus on PR and Fundraising was also the recommendation to the board during the leadership workshop held in Portland in 2014. She also recommends to the new board to look at the 5-year plan that the prior board had put into motion.

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

King summarizes the financial reports, but thinks that the board did a good job fundraising this year, and that having the honorees in place much earlier, the Executive Committee could even do a better job, but also agrees to hiring a person.

Eubank announces that she is donating her fee as designer of *Artlines*, saving WCA \$350.

Parker suggests having a yearlong schedule in place, to which Nesser-Chu replies that Priscilla Otani had already developed such a document listing all the president's tasks, which King suggests to modify for the whole board.

ACTION: King to modify president's task list for the board

11:40am Working Lunch Break

NEW BUSINESS

PROPOSALS

PROPOSAL # 1

11:49am Proposal: Replace the WCA Membership Guide and the Handbook for Treasurers and Membership Chairs with the new WCA Guide for Members and Chapters
Sponsor: Laura Morrison

Morrison summons up changes of the reedited Membership Guidelines and Handbook

Parker motions to approve the Membership Guidelines as presented

Gilbert-Schneider seconds

Membership Guidelines as presented are approved

MSP

Mueller proposes to add an introduction to WCA, maybe the mission statement etc.

ACTION: Add introduction to Membership Guidelines (Morrison)

11:58am PROPOSAL # 2

Proposal: Creation of a National WCA Exhibition Mentoring Group

Sponsors: Laura Morrison, Marcia Santore, and Sandra Mueller

After a short discussion the board concludes that this proposal should be tabled

Gilbert-Schneider makes motion to table Proposal # 2

Schwetman seconds

Proposal # 2 is tabled

12:14pm King moves on to the next item on the Agenda, which is 'Strategic Planning for Board Configuration'. She thanks board members leaving the board, namely Yuriko Takata and Helen Obermeyer-Simmons. She also announces that Dale Osterle will rejoin the board taking up an open Director slot. Morrison adds that Sara Bloom, President of the Philadelphia Chapter, has accepted to join the board, and will step into the Northeast Regional Chair position; Marcia Wood and Tamara Hirschl have agreed to co-chair the Eco-art Caucus. Otherwise, she states that no one else stepped up during the Chapters' Council meeting to join the board as directors. King states that this will put her in the position to appoint people to fill these positions should someone step up in the course of the year. Morrison assures the board that

coming next year, she will be better at reaching out to fill these member-elected positions.

King announces the open positions, VP for Development, and VP for Communication, and pitches the position to Parker, who already is working on publicity. Parker wants to clarify what this position entails. Discussion ensues about newsletters, e-news, and *Artlines*. Gilbert-Schneider wants to know the publishing dates of *Artlines*. King states that although the last *Artlines* was late, it should come out in November, containing general information on Conference and Lifetime Achievement Awards, and one issue in Spring, containing scholarly essays, book and exhibitions reviews.

Luner suggests publishing the fall newsletter at around Dec 1, when all the event info is in place. King agrees and suggests May as the publishing date for the spring issue. Discussion ensues about e-news and *Artlines*, and what they should contain. Morrison wants to have a definite place for chapter news. King wants to switch from Vertical Response to Mail Chimp since it appears that a lot of members are not getting the e-news. King announces that Hobbs, an art historian, is now the editor of *Artlines*. Nesser-Chu explains the history of the development from a three issues printed version, to a two issues printed *Artlines* a year, with one of them about Conference and LTA events, and one having the feel of a magazine featuring art and essays. In order to publish current events, including chapter events, a monthly e-newsletter was established, published on the first of each month.

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. Morrison adds that maybe later in the year, Debra Claffey of the New Hampshire chapter might join the board.

King moves on to the discussion of place and date of the summer board meeting and suggests that Los Angeles might be a cheaper place to fly to than Santa Fe; also, the Southern California Chapter members are willing to offer up their houses, which would bring down cost to board members as well. Discussion ensues about the need for the board to visit chapters, especially those that need energizing. Luner suggests holding a board meeting in Indiana, since this chapter was never visited. Nesser-Chu too emphasizes that the chapters in the Midwest are dying and that a visit to the Midwest would be very beneficial. Mueller states that having the board in Los Angeles still would energize her rather stable chapter, especially since the next conference is in LA. Dresser also supports holding the summer board meetings in regions that have not been in touch with the board, but also points out that it is the President's prerogative to make the choice of where to hold the meeting, one of the only decisions the president can make without the board. After several more minutes of discussion, King unites the board to hold the meeting in Los Angeles, and the date is set for weekend of June 6th.

1:08pm 'Conference 2018' is next on the agenda. The theme will be "Unite". King states that the CAA book table will have more information on the chapters, and Morrison will help to make this happen. King also wants to have a raffle, which Osterle will help to secure, as well as collecting silent auction items donated by the board. King wants to have this in place way earlier than in the past.

Nesser-Chu suggests organizing an online auction starting already in the fall and refers to the auction organized by Otani's husband a few years ago. King promises to look into this. Board discusses what 'Unite' could mean and how it can bring also chapters together. King will also

broadcast the call for CAA WCA panel to the membership, and will work with TFAP to coordinate dates. Nesser would like to see the exhibition catalog to include an essay from an art historian.

Next, King fleshes out how fundraising could be organized, maybe by holding dinners, maybe by holding local fundraising in chapters to support the LTA. She also will do the written fundraising letter, which Luner will send out as usual. Parker wants to see a fundraising team and plan in place. Nesser-Chu suggests going back to the 5-year plan, and seeing how the VP of Communication, the president and the hired person could develop a fundraising plan. Mueller wants to see some of the programs or the just the LTA catalog endowed to take the pressure of the board that seems to loom over the board every year. Luner suggests to look into an organization called 'Catch a Fire', which works with non-profit boards to develop action plans in regards to fundraising and development. Nesser-Chu reminds the board that money was set aside for paying a person to help with fundraising and PR. King wants to definitely work on pulling all the info together.

1:31pm King also announces the Exec. Committee will hold weekly calls on Tuesday, 5pm PT/ 8pm EST.

King suggests to maybe including ads into *Artlines*. To which Luner replies that using the Non-profit mailing one cannot use ads that sell products, only congratulatory ads are ok under the code. Hayes suggests using sponsorships instead of ads, like from Dick Blick or Golden Paints. Luner suggests maybe click-through ads in our e-newsletter from these companies would be much better.

Lastly, King talks about branding, like a website update and a logo update, that Eubank could facilitate. Parker suggests having a different color than red and black. Mueller wants to also see a web site with a more automation to which Luner replies that even with automation one still needs a hands on approach when dealing with membership issues, but having a better website would definitely enhance user experience. King wants to put a committee to work on these improvements.

1:48pm Lastly, King addresses the 3% increase of Luner's salary, plus the extra vacation week in lieu of the absence of several years of CPI increases. Luner steps out. Board discusses the issue.

Luner steps back in, and board announces that a 3% raise was granted as well as a 3rd week of vacation going forward

In closing, Parker hands out her designed LTA poster, to be used in PR efforts

1:59pm Meeting Adjourned

*(Minutes written and recorded by Karin Luner, Director of Operations)
(Corrections added after Summer Board Meeting June 2017)*

ALL ACTION ITEMS

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

ACTION: Add introduction to Membership Guidelines (Morrison)

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