

Women's Caucus for Art
Board of Directors Meeting Minutes
Sunday, February 25, 2018
DoubleTree by Hilton, Los Angeles, CA

Board Members Present: *Susan King, Danielle Eubank, Laura Morrison, Sandra Mueller, Margo Hobbs, Margaret Parker, Rona Lesser, Ulla Barr, Linda Gilbert-Schneider, Bianca Lago, Marcia Wood, Sondra Schwetman, and Sarah Bloom*

Also Present: *Karin Luner (Director of Operations), Julia Marsh*

Sunday, February 25, 2018

10:09am Welcome and Call to Order by Susan King, National Board President

King calls the meeting to order and clarifies board rules and board fees, which support the room rental as well as other expenses incurred by the meeting. Ideally, the invoices that are sent to pay for Board Meals should read Board Expense. Then calls for accepting the minutes.

OLD BUSINESS

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

Hobbs seconds

12 Yes

1 Abstention

MSP (Motioned, Seconded and Passed)

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

Gilbert-Schneider makes motion to accept the 2018 Board Reports as submitted

Eubank seconds

Board Reports are approved as submitted

MSP

King resumes the meeting with the review of the actions 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, Hobbs, Morrison)

ACTION: Executive Committee will look at balancing the positions between elected and appointed positions – **Ongoing (Hobbs will take lead)**

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

ACTION: Update Board Manual (Luner, Hobbs) – **Ongoing**

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

DONE

ACTION: Revise and Finalize Student Club packet submitted by Sondra Schwetman (Hobbs,

Parker, Mueller, Lago) – **In Progress**

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

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

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

ACTION: Develop an organizational Month-to-Month WCA Timeline (headed by S. King) – **Left out of discussion. Action item: “Investigate online auction” was inserted and noted as done.**

10:26am Financial Overview: Financial Realities and Update on FY 2018 Budget

King directs the board to the Treasurer’s report, which projects a loss due to weak LTA and Conference ticket sales. King explains that she had a call with Nesser-Chu before the board meeting going over some of the items. Nesser-Chu included in her report the comp tickets as an expense, which in light of the fixed pricing schedule from the hotel were taken off, reflecting the event as less negative. King adds that the event also only used 28 of the 40 bottles of wine, bringing the expenses down by an additional \$700. King and Mueller will also buy back those bottles and will send checks to WCA.

Hobbs gives an update on the Auction, and states that the auction brought in about \$1500. The results of what the raffle brought in is still outstanding. Luner confirms that 6 additional LTA tickets were sold after closing the online ticket counter.

King continues with her report citing that the student exhibition also lost money. She states that the fee of \$35 was set too high. Lowering the fee to \$15 after the call had already gone out was good, but the fee should have been lower from the get go. Schwetman agrees that they would have gotten the estimated 55 entries if the fee had been lower from the start.

Lago adds that the additional alcohol permit also put strain on the budget and suggests looking closer at contracts in the future.

Mueller would like to invite people to the gala at a lower price; she also wants the ticket to state how much of the price is tax-deductible.

Luner points out that this is routinely provided at other galas, but in light of the price of the ticket not being available at the time of the sale, makes this an undoable task.

King continues with the report and would like the board to hire Lindsay Koerner again for the next gala events. Luner adds that she has not seen any invoices from Koerner, to which King replies that the invoice will be forthcoming and it would be around \$2,000.

King estimates that the conference made a 30% profit, to which Luner responds that the final Numbers will be ready by the next meeting, since a lot of bills or checks have yet to be reconciled.

Lesser interjects that she really enjoyed the workshops, to which King adds that the performers drew a lot of younger people.

In closing, King announces a 10 min break, and points to the next item on the agenda, Building Chapter Relations.

10:50am Break

11:00am Chapter Relations Building

King turns it over to Laura Morrison. Morrison explains that the Membership drive was helpful to the most chapters, besides the Texas and the Boston chapters. Texas is folding, even though Rona Lesser was very involved trying to hold members together. Lesser reports that Texas members are in the midst of forming a new organization called "Vignette". The Boston Chapter had problems with leadership and closed the bank account and sent money back to National to safekeep. Morrison confirms again the misconception that chapters have of National, in that National does nothing for the chapters, which has been a reoccurring stance since WCA's founding. The chapters are not aware that running a 501c3 takes money and that the national dues are just barely paying the bills. Luner suggests posting our Budget and Financials on the web more prominently and educating our members in the e-newsletter.

Morrison continues her report that the Florida Chapter wants to be reinstated and Judith Segall will submit names of new board members, and that the Texas Chapter will send money back to the National Chapter Escrow fund. To which Luner circles back to the urgent need to write a policy for disposal of Escrow Fund monies to chapters. Ulla Barr brings up the dilemma with the former San Diego chapter to underline the necessity to deal with a written policy. Morrison agrees to craft a better message to chapters of what National does for the chapters.

Ending her report, she notes that 2 members have joined the board through Chapters' Council for the 2018-2021 slot, namely Linda Gilbert-Schneider and Linda Basha Brookshire.

She concludes that the Database needs a tutorial.

11:34am Media and Public Relations

Margaret Parker in her second year of working on media and communications is happy with *Pulse*, the monthly e-news bulletin. She also highlights *Artlines* as working out great, but notes that it needs to come out on a more regular timeline. She also would like to see a greater balance between the art and art history content, and more emphasis put on "who we are".

She would like to see the website redesign starting after the conference, and the logo redesign finalized by the summer board meeting.

King agrees with Parker and also wants the Logo redesign wrapped up and wants the board to vote on a final design. Luner informs the board that Taproot just closed out the project because of lack of following up with the volunteer. (Volunteer gave PPT presentation in late November 2017). Therefore, she suggests that her logo idea should only be in the mix if the board considers working with her outside of Taproot.

Discussion of web redesign ensues. Marsh likes to see Luner's research on possible site designs and membership CMS platforms.

12:10pm Lunch (with Discussion on Development)

King addresses the next item on the agenda, which is development. She notes that there has not been a lot of development or public relations, and that finding a person to fill the VP for

Development is very important.

Parker states that conference feedback from members point to a wish for more programming apart of what CAA or TFAP have to offer, and that they do not feel that working around their schedule should be WCA's priority.

Hobbs thinks a program change might be in order since CAA announced their conference locations alternating between NY and Chicago for the next four years; 2019 Chicago, 2020 New York, 2021 Chicago, and 2022 New York, skipping Los Angeles and Washington DC. She sees an opportunity to do more chapter developing, and actually loves to see the conference uncoupled from the LTA events.

Marcia Wood points out that maybe the conference programming could center on the caucuses. Danielle Eubank wants to see more hands-on workshops. Parker again wants to see an analysis of the database of "who we are". King wants to focus on academia, artists, and activism. Julia Marsh encourages establishing a timeline and cites her involvement in "Open Engagement," an activist arts organization.

Discussion closes with King passing the torch to Margo Hobbs.

1:14pm Hobbs thanks Susan King and Karin Luner for their work and announces the Summer Board Meeting will be held in Philadelphia. Ideally, she would like to see it at a retreat to engage in reinvention.

The Board picks the weekend of June 8–10, 2018.

Hobbs would like to continue with the current board configuration; Nesser-Chu to continue as Interim Treasurer, but to look for a new treasurer in the future. She also accepts that Nesser-Chu wants to step down as LTA chair. Julia Marsh steps up to President Elect. Linda Basha Brookshire starts as Northeast Regional Chair, and Ann Rowles might step up as Southeast Regional Chair later this year. Sandra Mueller decides to step off the Executive Committee needing a break, but will continue serving on the board.

Hobbs also instructs the Honor Committee to select the next LTA honorees.

Board unanimously votes in Executive Committee:

Julia Marsh, President Elect
Danielle Eubank, Second VP
Janice Nesser-Chu, Treasurer
Margaret Parker, VP for Communications
Laura Morrison, VP for Chapter Relations
Susan King, Past President

Hobbs will ask Noreen D. Dresser if she wants to stay on the board as Advisor, and see if she is still interested to become Exhibitions Chair.

King would like to see more regional exhibitions and strengthen the relations between National and chapters. Hobbs would like to see a Call for an Exhibitions VP. King adds that there also

needs to be a new Special Events Chair in place, a person who plans events for the conference and summer board meetings.

Artlines publication dates are set for July and December.

ACTION: Digital Mentorship Program (Schwetman)

ACTION: Look at Closed Chapter Escrow Funds (Nesser-Chu, Hobbs, Morrison)

ACTION: Morrison to craft a message to chapters of what National does for the chapters

Gilbert-Schneider motions to adjourn the meeting

Morrison seconds

1:58pm Meeting Adjourned

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

ALL ACTION ITEMS

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

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

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

ACTION: Digital Mentorship Program (Schwetman)

ACTION: Collect info on ad directors at CAA (Parker) ????

ACTION: Look at Closed Chapter Funds (Nesser-Chu, Hobbs, Morrison)