

**Women's Caucus for Art**  
**Board of Directors Meeting Minutes**  
**Saturday, June 9, 2018**  
**Howard Gittis Student Center, Philadelphia, PA**

Board Members Present: *Margo Hobbs, Julia Marsh, Janice Nesser-Chu, Danielle Eubank, Laura Morrison, Sandra Mueller, Margaret Parker, Rona Lesser, Ulla Barr, Linda Gilbert-Schneider, Bianca Lago, Sondra Schwetman, and Noreen D. Dresser*

Also Present: *Karin Luner (Director of Operations), Virginia Maksymovicz, Liz Krick*

**Saturday, June 9, 2018**

**9:09am Welcome and Call to Order by Margo Hobbs, National Board President**

Hobbs calls the meeting to order, and would like to start with the approval of the minutes and the board reports.

**OLD BUSINESS**

Gilbert-Schneider makes a motion to accept the 2018 Summer Board Minutes and Board Reports as presented

Morrison seconds

**MSP (Motioned, Seconded and Passed)**

Next, Hobbs wants a run through the action items since the last meeting

**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) **(NOT DONE)**

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

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

**ACTION:** Update Board Manual (Luner, Hobbs) – **Ongoing (WILL BE TAKEN OFF)**

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

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

**ACTION:** Develop an organizational Month-to-Month WCA Timeline (headed by Parker, Marsh) **(WILL CONTINUE)**

**ACTION:** Digital Mentorship Program (Lago) **(WILL CONTINUE)**

**ACTION:** Collect info on ad directors at CAA (Parker) **(WILL BE TAKEN OFF)**

**9:15am** Virginia Maksymovicz, Treasurer and Liz Krick, President of the Philadelphia Chapter join

Schwetman and Lago explain the Mentorship program and suggest a Mentor/Mentee meeting next February. Lagos explains that the YWC is in the midst of establishing a board and a new

website. Barr suggests that the YWC should look at the Northern California Mentorship program and reads a paragraph from their program outlines. Schwetman and Lago confirm knowing about the program since they both belong to the NoCal Chapter.

**9:33am Financial Overview**

Nesser-Chu projects a loss, which might be offset by additional membership income, but WCA might look at a \$2,500–3,500 loss by end of June to end the fiscal year on. Nesser-Chu points to the Bank statements and states that WCA should have at least 3 years of expenses in savings. Next, she goes over the accounts on the Balance sheet, and how much WCA is worth in total. Board points out that in the Treasurer’s Report on Page 7 under “Expense 2017–18” the listed amount is missing a digit, and should read \$102,930 instead of \$10,293.

**9:42am FY19 Budget Overview**

Nesser-Chu explains the budget and the reasoning behind the numbers. Mueller points out that the Lifetime Membership Dues are counted all in one year and are not amortized. Luner adds that she pointed this out at the last meeting. Nesser-Chu suggests putting amortization of LFT dues on the Parking Lot.

Nesser-Chu also suggests raising the board fee from \$65 to \$100 to better meet the expenses. She also reminds the board that there is a rule for board members to bring in at least \$500 per year, which can be accomplished by selling an ad, or selling raffle tickets, or any other way if the member does not have the funds.

Then, she talks about the awards and conference budgets for Feb 2019 and reminds that the numbers are projections of prior events. Going through all income account and explaining each account, she follows by explaining all expense accounts. Next, she points out that whoever runs the book table at CAA needs to understand that when there is a book signing, the person needs to sign a contract and pay WCA 25% of the sales. She continues going over the administration expenses, which are pretty standard, and in line of last year’s expenses. She reminds the board that the change of the logo will set WCA back about \$3,000+, which was not in the budget last year. She also points out the Chapter Funds were underused past year, and suggests to make the availability more public. All in all, the budget shows a projected income of \$2,000. Luner lists the Caucus monies, which are rolled over into the next fiscal year. Ending her budget report, Nesser-Chu points to the addendum in the board report bundle which lists the complete LTA, Conference, and Exhibition P&Ls, which are also listed on the website, as well as many comparative year reviews.

**ACTION:** Update the Exhibition Excel, including complete breakdowns, and update Karen Gutfreund’s Budget Guidelines. (Nesser)

**10:29am** Gilbert-Schneider motions to accept the FY19 Budget

Lesser seconds

**MSP (Motioned, Seconded and Passed)**

## PROPOSALS

### Proposal 1

#### Luner Pay Increase

Hobbs put forth the proposal to raise Luner's Salary per annum at the National CPI % level automatically from here on without having it to pass each year.

**MSP (Motioned, Seconded and Passed)**

### Proposal 2

#### Board Fee Increase from \$65 to \$100 per board meeting

Board votes in the proposal without much more discussion.

**MSP (Motioned, Seconded and Passed)**

### Break

## 11:00am CALL BACK TO ORDER

Discussion of 2019 Conference, Lifetime Achievement Awards, and Exhibitions

Hobbs puts Dresser in charge as Exhibition Director to submit a proposal for the proposed postcard exhibition; Barr's Flower Power proposal which was received at the meeting, needs to be resubmitted in the proper format; JWAN's exhibition proposal will be put on parking lot since it was not part of board package.

Morrison makes motion to write and submit exhibition proposals to the Executive Committee to be voted on via email  
Gilbert-Schneider seconds

**MSP**

Nesser-Chu, in her role as Honor Awards Chair, announces that the Honors Committee has chosen 4 women, one historian and 3 artists, all located within Tri-State area. Once all women have accepted the nomination, she will make the names public.

Discussion ensues about awards location, pros and cons of being at the CAA conference hotel, going back to the New York Institute for Technology for the awards, and choosing the Marriott as the WCA hotel again.

In order to advertise our events, Nesser-Chu points out that WCA should definitely take advantage of the free advertising with CAA, unlike last year when WCA was not listed in the CAA booklet. It was also noted, that there was no real cross-over between WCA and CAA members at the awards despite purchasing more advertising with CAA.

**11:30am** Discussion of Conference event planning

Hobbs states that WCA has secured a panel at CAA, which will be a ticketed event for WCA members. Susan King will chair the panel titled “Art + Social Activism,” which also has an open call for our Members to participate. However, the 1 1/2hrs CAA vetted session deadline was missed, and therefore WCA’s presence at CAA will be lessened. Noted as well is that the free WCA Business session at CAA has not yet been arranged. Morrison suggests being on the lookout for the 2020 CAA call for panels in order to have again a whole day at CAA. Maksymovicz interjects that there are also poster sessions which are still open to apply to. In order not to confuse these with an opportunity to exhibit posters, Hobbs explains that these are more in line of “research projects” presentations. Noticing that CAA’s Affiliated Society benefits accounts by the board are somewhat conflicting, Hobbs will get back to CAA to get clarifications about WCA’s benefits.

**ACTION:** Get clarification about CAA benefits (Hobbs)

Next, Conference programming is discussed: Hobbs suggests setting up a Google doc to collect program ideas, like hands-on programs, mentoring session like speed dating etc. Morrison states that all the caucuses want to present a program and she will work with them. Parker suggests contacting GYST, an artist program which features built-in marketing tools and is tremendously helpful organizing an artist’s career. Mueller states that she knows the people at GYST and will contact them. Luner suggests to make the GYST software discount once again a benefit to WCA members, and maybe market it through a direct online tutorial.

Conference Dates are Thur –Sun, Feb 13–16, 2019, with the board meeting on Sunday.

**LUNCH BREAK**

**12:34pm Meeting Continues**

Parker gives Communications Report; she points out that WCA needs year-round timelines, so WCA doesn’t miss deadlines. She contents that the board needs to improve communications between the board, the chapters, and the members. She suggests having bi-monthly call-ins when the Executive Committee is not meeting.

Marsh states that she is working on a WCA Calendar, and that she and Luner are also in communication about the website development. King is working with Rebecca Lambing on the new logo, Morrison is working on Pulse, and Eubank is working on Artlines.

**ACTION:** July Pulse needs to be on LTA (Nesser-Chu will provide info)

Kim Foley of the Washington DC chapter offered to produce a 30-60 sec video, under the premise “why should I join WCA”

**ACTION:** Call for member testimonials in Pulse

**ACTION:** Mueller to edit short summary of 2018 conference

**ACTION:** CAA Affiliated Society News publication dates should go onto WCA Timeline (Marsh)

**“Bridge the Gap”** is selected as Conference Theme.

Parker concludes her report that the logo has been decided upon, to which Nesser-Chu replies that she wants to table the new logo; Hobbs wants to establish a working group; Parker wants to have an outline of all problems involved; Mueller wants to see the logo in different layouts;

**ACTION:** Working group to flesh out all Logo problems (Nesser-Chu, Schwetman, Eubank, Liz Krick)

1:08pm Website redesign, Project needs a budget; Work group (Luner, Marsh, Parker)  
Deadline 2020 is set for new website and logo roll out

1:18pm Morrison gives Membership Report and cites 466 lapsed members. She suggests simplified renewal letters, and has 5 ideas for future campaigns. The first renewal campaign will go out by end of summer to catch the Oct 1<sup>st</sup> renewals.

**ACTION:** Lesser, Dresser, and Mueller will make phone calls to lapsed members. Morrison will give list of people to contact.

She updates the board on Florida, which requested to be listed again, as well as having Ann Rowles back on the board as Regional Chair perhaps in the near future.

**ACTION:** Develop Proposal of rolling membership year. (Mueller, Dresser, Nesser-Chu, King, Hobbs)

**ACTION:** Review Amortization of LFT membership over 10 years (Luner, Nesser-Chu)

**1:39pm Parking Lot Items**

- 1) Sylvia Sleight Fund
- 2) Reva Solomon’s JWAN proposal which asks WCA for a \$5,000 grant to foot the exhibition

1) Nesser-Chu reports that 70K was given to WCA as sales from paintings to be paid out by a gallery in Switzerland in 2016. However, the funds have been not forthcoming and there is little hope to recoup the money since the gallery liquidated and the owner moved. However, Douglas John, Sleight Executor, promised to donate 5k each year for the next 4 years. He also proposed to donate the rest of the Sleight Estate to WCA in the form of art work. Nesser poses the question to the board if they want to take this on; meaning WCA would have to store and manage the future donations/sales of the work. If so, John and Nesser-Chu would work on the execution thereof. Sleight’s papers have been already donated to the Getty.

Muller expresses interest to be part of the team since she and her husband have many friends in the artworld, as does Priscilla Otani and her husband Michael. Nesser wants the ok to pursue further. Krick points out that this is very interesting to young members to learn about the business side of art. (Nesser-Chu, Luner, Gilbert-Schneider, Krick)

2) Discussion of how to proceed with the proposal. Dresser wants to see a proposal go forward but wants to vote “no” on the submitted proposal because of the financial burden to WCA. Mueller wants to abstain of voting because of the perceived “Anti-Israel” stance.

Motion is made to accept the proposal as presented, and seconded:

**Yes: 0, No 11, Abstain 2**

**Proposal is rejected**

Board wants Solomon to resubmit the proposal along with a balanced budget, and also to open the call to all WCA Members.

Gilbert-Schneider motions to adjourn the meeting, Schwetman seconds

**2:03pm Meeting Adjourned**

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

## ALL ACTION ITEMS

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