Women’s Caucus for Art
Board of Directors Meeting Minutes
Saturday, June 6, 2020
Zoom Meeting 12–2PM

Board Members Present: Margo Hobbs, Janice Nesser-Chu, Laura Morrison, Sandra Mueller, Rona Lesser, Linda Gilbert-Schneider, Noreen D. Dresser, Dellis Frank, Pattie Byron, Sandra Davis, Emily Getsay, Ulla Barr, Laurie T. Hall, Judy Segall, Deb Slowey, Sahiti Bonam, T’Alyne, and Alyce Haliday McQueen

Also Present: Karin Luner (Director of Operations), Andi Steele, Ruth Nelson, Maureen Burns-Bowie, and Laura Phelps Rogers

Saturday, June 6, 2020

12:00pm Meeting is opened by the Steering Committee, Margo Hobbs, Laura Morrison, and Janice Nesser-Chu

12:11pm Welcome and Call to Order by Margo Hobbs, Past President
Hobbs calls the meeting to order with the approval of the 2020 Feb Board Minutes
Dellis Frank motions, Rona Lesser seconds, all in favor
MSP (Motioned, Seconded and Passed)

(the process proceeds by clicking “yes” or “no” on the Zoom App)

Board report are also approved as submitted, Linda Gilbert-Schneider motioned, Dellis Frank seconds, all in favor
MSP (Motioned, Seconded and Passed)

12:15pm Laura Morrison announces that she will step into the President’s position and announces her Executive Committee, with includes Sahiti Bonam, as VP for Communications, Alyce Haliday McQueen as VP for Chapter Relations, Noreen Dean Dresser as VP Special Events and Exhibitions Committee Chair, and calls for a motion to approve her selection.
MSP (Motioned, Seconded and Passed)

Morrison takes over from Hobbs and introduces Sahiti Bonam as VP Communications. Bonam works as an administrator at two non-profits, and wants to focus on creating a marketing guide and engage more members to post to social media. She suggests opening an account with Linktree, which will help with posting to Instagram on WCA’s Instagram bio page. She also would love to see someone in a research position, who collects articles, art news etc. that the committee then overlook and publish.

Morrison looks forward to working with Bonam and suggests to developing a public anti-racist statement addressing current events.
**12:31am  Budget Report & New Budget Approval**

Nesser-Chu starts her report with referring the board to the addendum which give an historic overview on the LTA and Conference. She explains that even if there were slight margins of profit in both events, not much of revenue was coming in. Further, the $60,000 in administrative expenses are not covered by membership income alone. WCA should have at least 3x this much in the bank to be in a secure position. Supported by what is already in the spreadsheet and what will likely come in or go out until the end of the fiscal year on June 30th, it looks like WCA will be in the red by about $10,000.

In order to balance the FY21 budget she and the Steering Committee made drastic cuts to the budget as no LTA or Conferences are planned for February 2021. The Committee recommended one printed newsletter and one digital version to reduce printing costs.

She urges the board to focus on fundraising to make up for the shortfalls, $5,000 for each LTA and Conference slots are needed.

Morrison suggests to use online exhibitions as a way to bring in some money, which Dresser agrees to and has already an exhibition lined up. Bonam suggests using Google Slides as a presentation tool, and will send a sample to the board.

Nesser-Chu brings the discussion back to the topic at hand stating that the shortfall is about $20,000 that needs to be covered. Lastly, she specifies what counts as board donation, and the difference of board work and donation, and will develop some guidelines.

**ACTION:** Nesser-Chu develop guidelines on board donations

**1:11pm**

Nesser-Chu asks for motion to be made to approve the budget. Hobbs moves, Frank seconds. The Budget FY21 is approved by all.

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

**1:12pm  Leadership Recruitment**

Next, Morrison states that she had formed an ad hoc committee with Getsay, Haliday McQueen, Byron, Frank, and Davis, to work on leadership recruitment which came to a stop when things started to fall apart due to Covid. But as things stand WCA still needs a President Elect, a 2nd VP, and a VP for Development. She wants to build a committee to entice someone to come onto the board who has some fundraising skills. WCA also needs a new Membership Chair, an International Caucus Chair, and a Northeast Regional Chair. Frank expresses interest in contacting leadership in art departments, when things calm down. Hobbs suggest to have the ad hoc committee reconvene. Morrison agrees to set up short Zoom calls with the various committees.

Sandra Mueller wants to know if the board is meeting up in NYC in February. Morrison suggests to do another board meeting via Zoom, but might go down to NYC to visit the CAA conference. Nesser-Chu wants to clarify if the meeting will be scheduled before CAA in case members want to participate in CAA, which Morrison confirms.
### Exhibition Report

Dresser reports that Committees were formed in the Northwest/Pacific, the Midwest, and the Northeast. Two of the exhibitions will be virtual exhibitions, the Midwest one and the Young Women’s Caucus exhibition, and the Northeast one will be held at Alpha Gallery, located in NJ, which will be open to members from the area, including Philadelphia. She wants National to sponsor the Midwest Regional show with Chapter Matching Grants and run finances through National, as this will be a free of charge call.

Discussion ensues about boiler plate ideas of shows brought up by Frank who likes the idea of having an arsenal of ideas to choose from when an opportunity suddenly opens up. Phelps Rogers inquires about FB demographics for targeting specific people, and also about the quality of work, and how to navigate discrepancy on either being inclusive and at the same time requesting a high standard for work. Dresser sees WCA as a stepping stone for artist just finishing their BFA or MFA and needing a new community of artists.

Nesser-Chu thanks Dresser for her work collaborating with the chapters, but points out that in her role as treasurer she does not see National gain any profits, and wants to see detailed budgets for all shows. Hall states that the sales percentages from the Midwest show will go to National. Nesser-Chu insists that even if a show is budget-friendly in that funds will be donated, she still wants to see a detailed budget. Hobbs agrees that Dresser’s outlines need to be in a proper budget layout.

**ACTION:** Dresser to submit proper budgets for each exhibition before proceeding

Morrison agrees that there is no vote on the exhibition budgets as presented.

### Proposal # 1

**Adjust grant payments for the Chapter Development Fund and Chapter Matching Fund**

*Submitted by: Laura Morrison*

The Chapter Development Fund and the Chapter Matching Fund require that the grant money is paid out of the fund after a project is completed and a report is filed. Many chapters operate on a shoestring budget and could use the grant money upfront to seed important projects.

I propose that 100% of the grant money be paid upon the approval of the project. A final report would be required once the project is completed. If a final report is not filed within two months of completing the project or the project was never realized, then that chapter loses the privilege of applying for grants for a set amount of time to be determined by the national board. My suggestion is three to five years.

Work to be done: The grants need to be slightly rewritten and an application needs to be generated. We already have a final report form. The information would be reposted on the WCA website and advertised in PULSE.

**Policy is changed to:**

*100% of the grant money to be paid upon the approval of the project. A final report is*
required once the project is completed. If a final report is not filed within two months of completing the project or the project was never realized, then the chapter will forfeit the amount in Chapter dues.

Nesser-Chu calls motion to amend the proposal

MSP (Motioned, Seconded and Passed)

2:11pm Motion is made to pass the amended proposal, and it is passed unanimously

MSP (Motioned, Seconded and Passed)

2:13pm Morrison will go over Laurie Hall’s request for Chapter funds, and Luner will assist with setting up the Entrythingy portal.

Then, Morrison addresses her Brainstorming Question Report that was addressed to the chapters and membership as in What do they want from National? Few things that stood out to her were the need to be more in contact with the chapters; do more virtual meetings; how to navigate the website and use what is already in place and direct the people to it, like the member gallery page which is a perfect way to find other artists whose work might resonate; and closing the gap between National and the Chapters. Lesser suggests to focus more on Members-at-large to make them feel connected as well. Morrison wants the Regional Chairs to reach out, and Dresser and Davis agree that more outreach in regards to chapters and Members-at-large is badly needed.

2:21pm Final remarks by Morrison with encouragement of developing some brand-new ideas and see what sticks, and thanks all for volunteering and all the talents they bring to the table.

2:27pm Meeting Adjourned

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

**ACTION:** Dresser to submit proper budgets for each exhibition before proceeding (Dresser)
**ACTION:** Nesser-Chu develop guidelines on board donations (Nesser-Chu)
**ACTION:** To summarize WCA finances for the Membership (Nesser-Chu)
**ACTION:** To reach out to Chapter Presidents to talk about what National does
**ACTION:** Member-at-large engagement, Morrison will divide MALs by Region. (Morrison)
   (setting May 1st deadline for Chapter engagement)