

Women's Caucus for Art
Board of Directors Meeting Minutes
Saturday, February 24, 2024
Zoom Meeting 1–4:00 PM

Board Members Present: *Sandra Davis, Laura Morrison, Deborah Deal-Blackwell, Janice Nesser-Chu, Joni Inman, Judy Segall, Rona Lesser, Amanda Banks, Cathy Salser, and Alyce Haliday McQueen*

Also Present: *Priscilla Otani, Kimberly Hart, Brenda Oelbaum, Karin Luner (Director of Operations)*

Saturday, February 2024

1:03pm Laura Morrison opens meeting, welcomes members, and introduces Sandra Davis as the next president, and Deborah Deal-Blackwell as president elect, then turns the meeting over to Davis. Davis welcomes everyone and calls motion to approve the prior board meeting minutes.

Deal-Blackwell makes motion to approve meeting minutes from Summer 2023
Cathy Salser seconds

Minutes are approved as written, 8 Yeas, 2 Abstain

Alyce Haliday makes motion to approve Board Reports as submitted
Amanda Banks seconds

Reports are approved as submitted, 8 Yeas, 2 Abstain

Davis thanks everyone who served on the board and asks Deborah Deal-Blackwell to introduce herself. Blackwell, current president of the Colorado Chapter, relates that she comes from the corporate world and works at her own start up. Davis informs the board that she had a meeting with Blackwell, and both envision an in-person summer board meeting. Joni Inman, current VP of the Colorado Chapter, who just joined the board as a director through Chapters' Council, states that she runs a consulting business and is a fiber artist.

Alyce Haliday, VP for Chapter Relations, informs the board that Karen Schifman, treasurer of the Southern California Chapter, as well as Christina Sears, Michigan Chapter president, also have expressed interest in joining the board. Valerie Long, president of the New Hampshire chapter, has expressed interest in the open VP for Development position. Rona Lesser adds that outgoing Texas chapter president, Debbie Gibbs, might want to join the board as well.

Davis, then lays out what she envisions in her term as president for the organization. Her key words are "Seen", "Heard", and "Recognition". "Seen"—as in planning exhibitions and working more

collectively, “Heard”—as in using language that reflects what the organization stands for, and “Recognition”—finding ways to honor artists that is different from the Lifetime Achievement Awards in the past, maybe having awards at the local chapter level, and making it less expensive and more inclusive. She promises that more discussions about the future of the LTA will be scheduled at the summer meeting. Then, Davis introduces her Executive Committee consisting of Davis as President, Blackwell as President Elect, Janice Nesser-Chu, Treasurer/Secretary, and Alyce Haliday, VP Chapter Relations.

Morrison motions to accept the Executive Committee

Inman seconds

All in Favor (motion passed)

1:24pm Janice Nesser-Chu, starts her treasurer report. She points out that last year’s P&L showed a loss due to unrealized projected fundraising income, but this year’s P&L shows a minimal profit. Nesser-Chu stresses the necessity of diversifying revenue streams and increasing fundraising efforts to support new initiatives. She also points out that the current financial situation is still influenced by Covid and the suspension of in-person events. Nesser-Chu discusses the financial performance, highlighting a loss of over \$23,000 at the end of 2022/23, but notes a positive projection for the fiscal year 2023/24 with a projected membership income of \$55,750. She notes that currently, membership dues cover 76.3% of the projected administrative costs, but hopes that at the end of the fiscal period they will exceed the goal of covering at least 80%. Nesser-Chu also points out a lower attrition rate compared to previous years but concedes that the running year factor makes this harder to track. She discusses the importance of strengthening data on income and spending for the organization, noting that a stronger understanding of these factors would help in forecasting and fundraising. Nesser-Chu also mentioned other sources of income such as corporate contributions, individual donations, and merchandise sales. She highlights that overall income this year was up by 13% compared to the previous year but underlines the need for a more concerted effort to boost funds. She concludes that the organization’s financial health is improving.

Inman congratulates Nesser-Chu on the wonderful indebt financial report. Otani raised three questions, two about expenses on the P&L, that were resolved quickly, and one about fundraising. Otani suggests promoting the MC auto-renewal feature, and develop strategies to engage the members-at-large (MAL). To which Haliday and Luner respond that there are two groups of MALs, some of which are not interested in joining a chapter, as in the latest batch of TFAP members. Blackwell mentions the formation of a fundraising committee and exploration of other membership platforms. Davis discusses grant opportunities and Cathy Salser's work on the legacy project. The importance of appealing to non-practicing artists was emphasized, with suggestions of involving them in different ways. Brenda Oelbaum proposes the idea of a membership level for art lovers and improving the relationship with certain artists. Oelbaum also wants to strengthen the relationship with The Feminist Art Project (TFAP), as they have strong panels at College Art and have writers and access to exhibitions.

Nesser-Chu confirms that TFAP is now a caucus of WCA, and a memorandum of understanding is being prepared to clarify expectations as there has been some resistance to fully adopt WCA governance.

Margo Hobbs, past president, has been suggested to be the liaison to TFAP. Morrison will reach out to Hobbs. Blackwell suggests a separate meeting to see a path forward.

2:23pm 5 min break

Discussion on Fundraising Strategies ensues, focusing on membership and exhibitions as key areas. Salser expresses enthusiasm about joining the fundraising committee. Blackwell suggests exploring merchandising, including improving the online store, while Luner recommends reassessing the quality and marketing of their merchandise at Printful. Banks brings up the potential of seeking grants, a suggestion that Oelbaum supports, but noting the challenges of finding experienced grant writers. Inman proposes hosting events featuring recognized artists and promoting annual giving days and Facebook fundraisers. Nesser-Chu highlights the success of passive fundraising strategies such as social media campaigns and GivingTuesdays. The group discusses the organization's successful financial history through exhibitions, which were major fundraisers. Luner emphasizes to focus on legacy giving strategies given the aging population of WCA. She also adds that the current Fiscal Sponsorship recipient, Karen Frostig, is raising substantial funds of which WCA will earn 7%. She notes that she has been diligently working with Frostig, and that overseeing Fiscal Sponsorship clients is another vehicle to produce income.

The discussion then shifts to Salser and Luner's plans for legacy giving. Salser outlines the timeline for legacy giving and shares a draft document linked in the board report, outlining the organization's strategy for promoting legacy giving. The team plans to draft assets in March and consider potential categories of support. Salser emphasizes the importance of free will writing services and the creation of a campaign team, with the goal of securing 10 individuals for their legacy wall by November. The plan also includes a public launch in August, personal outreach in September and October, and a reflective period in December. The team proposed various ideas, including a scrolling gallery of members' work, contacting major life insurance companies, and reaching out to past lifetime achievement members. Salser confirms that past donors would be considered in the creation of the campaign. The team also discussed the idea of partnering with financial institutions and including business owners who collect art on the legacy wall. The team agreed that promoting engagement and excitement about the organization's mission and goals is crucial for attracting more volunteers.

3:08pm **PROPOSALS**

Title: Updated Member Registration Landing Page

Sponsor: Amanda Banks, Director

Description:

This is a proposal to add a chapter code list to the member registration page on our website.

Budget: \$0 - \$250

Proposal is withdrawn as it has been already resolved

PROPOSAL TITLE: Updated WCA Leadership Guide

SPONSOR: Amanda Banks, Director

DESCRIPTION

Establish a committee to update the existing WCA leadership guide based on management best practices and chapter feedback. Updating our current resources will provide chapter leaders and WCA board members with information regarding role responsibilities, reporting requirements, community expectations, 501c3 status, etc. Forming a committee to complete this work will ensure that multiple viewpoints shape the final product, and that work is distributed fairly across volunteers.

A committee of 3–5 people will need six (6) months to one (1) year to complete the work. Members of the committee will be responsible for speaking with chapter leaders, examining existing resources, communicating with each other, creating documentation, and editing guide content as needed. The committee will then provide an updated guide to the Executive team for distribution to all leadership.

BUDGET

Expense:
\$0

Proposal is discussed and passed

MSP

Nearing the end of the meeting, Blackwell expresses enthusiasm for the upcoming board meeting in Washington DC. The board settles for the dates of June 7–9, a meeting filled with strategic planning as well as visiting some art museums. Nesser-Chu wants a proposal on hotel rates, catering, and facilities as soon as possible. Zoom availability will be a must to accommodate people who cannot travel. Morrison thanks both Davis and Blackwell for the great meeting.

3:45pm Meeting Adjourned

ACTION ITEMS

- Develop and get the MOU signed by TFAB. (Nesser-Chu)
- Consider having a representative from TFAB on the board (Morrison will reach out to Hobbs)
- Consider partnering with a representative from the bank to assist with the legacy wall initiative. (Davis)
- Banks will reach out to Laura and Deb to coordinate plans for the onboarding document. (Banks)
- Create a formal proposal for the board meeting. (Davis, Blackwell)
- Members should send information about their activism projects to Laura for inclusion in the monthly newsletter. (Morrison)