

CWS BOARD MINUTES
March 16, 2010
First Plymouth Congregational Church

CALL TO ORDER: President Sydney Eitel called the meeting to order at 4:30 PM.

MEMBERS PRESENT: Randy Hale, Sydney Eitel, Paul Foster, Janice Hanson, Carla Rouse, Terrey Harrod, Diane Fechenbach, David Castle, Camille Scott and Holly Beazley. Guests Mary Jo Ramsdale and Arleen Brogan-Smith, candidates for future Board positions.

OPENING REMARKS: President Sydney Eitel introduced Arleen Brogan-Smith, candidate for Treasurer, and Mary Jo Ramsdale, candidate for Exhibitions Chairperson. She requested that members who plan to attend the WFWS Awards dinner scheduled for May in Utah send her payment and forms by April 5.

MINUTES: The Board approved the February 13 minutes as written. Holly Beazley mentioned that the minutes should be posted to the website in a more timely manner.

REPORTS FROM EXECUTIVE BOARD MEMBERS:

VP Workshops: Terrey Harrod announced that eight members took the Ratindra Das March 1-5 workshop; many have sent thank you notes for an excellent experience. A scholarship drawing will be postponed for a workshop that meets the requirements for attendance. The prices CWS charges for workshops are well below those charged by the San Diego Watercolor Society for the same artists. Terrey announced the following schedule for 2010-2011 workshops:

CWS 2010 Workshop Schedule

April 19 – 23, 2010 Colorado Mills Shopping Mall 11 people registered. Spaces still available. A \$350 scholarship will be awarded in a drawing of those registered	Michael Atkinson	\$350.00 Member \$400.00 Non-Member
June 4,5, & 6, 2010 Plein Air in Georgetown) (Inside Gallery if Weather Bad)	Gene Youngmann	\$175.00 Member \$200.00 Non-Member
July 9 -10-11, 2010 Colorado Mills Shopping Mall (This class is full and has a small waiting list but members may still sign up)	Ted Nuttall	\$225.00 Member \$275.00 Non-Member
September 10-11-12, 2010 Colorado Mills Shopping Mall Ink Resist	Peggy Stenmark	\$175.00 Member \$200.00 Non-Member
October 18-22, 2010 Colorado Mills Shopping Mall Portraits, Landscapes, Composition and Design	Stan Miller	\$375.00 Member \$425.00 Non-Member

October/November 2010 Virginia Cobb \$275.00 Member
Location to be Determined, either \$325.00 Non-Member
Colorado Mills or something closer to
I-25 and 104th
This will be a 4-day workshop
Two spaces available

CWS 2011 Schedule

January 14-15-16, 2011	Tom Owen
June 6, 7, 8 & 9, 2011	Birgit O'Connor
To be announced	Anne Bagby
To be announced	Frank Francese

Members may email her their interests now.

Exhibition Official: In Pat Foster's absence, Mary Jo Ramsdale announced that the 2010 New Trends Show has been scheduled for the Republic Plaza Building for the end of August, although no firm dates have been set. Barbara Wilson and Pat Foster will co-chair this show. Andra Archer, curator for the Republic Plaza will jury the show. Mary Jo has met with both Andra and Pat regarding procedures, and Diane Fechenbach gave tips for hanging at the Republic Plaza. There will be an off-site delivery scheduled for the exhibit, perhaps at Mile High Framing.

The 2010 Members Show will be juried and will be held from November 16- December 11 at the UNC Library in Greeley. The 2011 State Watermedia Exhibit is tentatively scheduled for sometime in April at the Foothills Art Center, but no firm dates have been set.

Sydney suggested that a meeting be scheduled of interested Board members regarding future state show requirements. Diane has started and updated a notebook recording rules followed for past shows.

Randy Hale stated the need for the Exhibition Official to instruct the chairpersons of future State Shows to send to Webmaster Sean Willard copies of winning art works as soon as they are decided so that the paintings may be posted to the CWS website to advertise the exhibit. Sydney announced that watercolor artist Bob Ragland had sent a letter to CWS praising the artwork and pricing of the 2010 State Show.

VP Programs: Paul Foster announced that tonight's program would be a talk about career counseling by Nancy Boyson, owner of Career Counseling for Artists. She will address how artists may find a personal style, how to price their works, and how to build a following.

- The program planned for April 20 will be a demonstration or talk given by Michael Atkinson.
- On May 18 CWS member Gene Youngman will demonstrate plein air painting.
- On June 15 CWS member Jean Cole will demonstrate painting flowers and glass.
- The September meeting will be the Annual Ice Cream Social.
- The October meeting will feature Barbara Moore.
- The November program will be a CWS Christmas Mart entitled *Show, Tell and Sell*. Paul will discuss procedures for selling at the church with church officials.
- The January 2011 program will tentatively be an off-site tour of watercolor paintings at the Denver Art Museum.

Paul announced the FMS Digital is moving and he will post information about the new site in the *Collage*.

Treasurer Report: Janice Hanson reported that CWS has an asset balance of \$38,478.43, with \$8,936.10 in the checking account and \$29,515.33 in savings accounts. The fiscal year to date net income is -\$3607.98. Because the State Show occurred nearly two months earlier than normal, CWS expenses have not been as well matched to revenues as in the past. Payment of major items such as the facility rental and juror/workshop presenter fees have been in advance of dues payments and painting sales, resulting in a substantial shortfall of revenues. Sales commissions to the artists have not yet been paid on roughly \$8,200 of sales; however, incoming member dues through June should enable CWS to achieve a positive net income by the end of this fiscal year.

Preliminary figures from the State Show indicate that the sum of \$9244 in sales was collected before taxes. 42 paintings were sold. Mary Jo Ramsdale will keep in touch with Rita Rollman of the Colorado History Museum so that the 2012 State Show may be scheduled to coincide with the new museum's opening in that year.

Membership Official: Carla Rouse announced that CWS currently has 457 members. New letterhead stationery with the new logo is now available online to all Board members to print and use as needed. Carla will need to send out some rosters without covers to some new members because there are not enough of the printed rosters left. The Board discussed using Event Marketing from Constant Contact, which would issue invitations to shows and workshops, but decided to table further consideration of the service until Public Relations Official Sue Ann Lee could research the details of using it. Meanwhile, an E-Blast will be used to announce the next show.

Member at Large/Collage Editor: David Castle announced that the deadline for the April *Collage* would be on March 26. Updates to the website are due to Sean Willard on that date, as well. Public Relations Official Sue Ann Lee is working on a template for press releases.

Corresponding Secretary: Camille Scott announced that the church would display paintings, prints and photographs by church member George Bethune from March 26 to April 25; an opening reception is scheduled for Friday night, March 26.

Member-at-Large: Diane Fechenbach has written sympathy cards to Valli McDougale on the death of her brother, and to Michael Atkinson, whose sister is dying.

Past-President: Regarding the CWS website, Randy Hale suggested that a Search Box be created on the Home Page because the site contains so much varied information the different Board members need to find. He stated that updates must be done at least once a month shortly after the deadline and that the minutes should be posted at least one week prior to the next scheduled Board and general meetings. The header banner on the Home Page should show details of the Best of Show painting and the gallery page should include images and awards of the recent winners. He requested that the Exhibition Official add to the show chair checklists the importance of forwarding award winners' names, titles of awards and digital images of the paintings as soon as the juror has chosen them to help promote the current show while it is running. Email addresses for all Board members should appear on the website to assure that those doing business with CWS may contact the correct official. Randy will inform Webmaster Sean Willard of needed changes and stressed that it is the responsibility of the various Board members to keep Sean updated on information specific to their positions.

New Business:

Sydney announced that she would ask for a volunteer to replace Susan Larson who would like to pass on the duties of keeping the resume books updated.

David Wicks sent Sydney some suggestions entitled "Carrots and Sticks" on how to encourage CWS members to volunteer for vacant positions:

Carrots:

1. The "Member Profiles" in the Collage would feature only current Board members or other major volunteers.
2. A new section of the CWS website would be devoted to the artwork of current Board members and major volunteers.
3. One or more current Board member would be selected at random (names in a hat) each year to have his/her choice of a free CWS workshop.
4. Each current Board member would have first-priority sign-up privileges for CWS workshops.
5. Each current Board member would be entitled to one complimentary entry fee for the CWS show of his/her choice.
6. Current Board members juried into CWS exhibits would get special recognition with a sign next to their paintings.

Sticks:

1. Members seeking Signature status (at least those living in the Denver metro area) would have to earn a certain number of service credits (by volunteering for Board and other positions and activities) in addition to the number of juried-in shows.
2. Signature members (at least those living in the Denver metro area) would likewise have to earn a certain number of service credits (e.g., X number of credits over a X year period) in order to retain their Signature membership.
3. Those Signature members who cannot or do not want to serve would be able to "buy" their way out of serving by paying into a pool to a) pay for workshops and other benefits offered to those who do serve, and/or b) to pay for an administrative assistant and/or treasurer.

The Board agreed to discuss these at a later date.

Sydney distributed a printout of policy changes she wanted enacted.

MOTION: Sydney Eitel; Carla Rouse, second. CWS shall fund the State Exhibition cash awards as selected by the juror as follows:

- \$1000 Best of Show
- \$350 2nd Place in honor of Walter and Olive Green
- \$200 3rd Place
- \$150 4th Place

Motion carried.

MOTION TO ADJOURN: Paul Foster; Camille Scott, second. The meeting was adjourned at 6:30 PM.

Respectfully submitted,

Holly Beazley
Recording Secretary

ATTACHMENTS

Colorado Watercolor Society Balance Sheet, March 16, 2010

Colorado Watercolor Society Exhibition Sales Profit and Loss, September 1 - March 16, 2010