

**MINUTES**  
**NWWS Board of Directors Meeting**  
Weds. Jan 14, 2026  
Zoom Video Conference  
(Approved Feb. 11, 2026)

**12:15 - 1:00 Pre-meeting social time/lunch online**  
**1 p.m. Call to Order**

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**Attending:** Debbie Roskopf, Molly Murrah, Eileen McMackin, Shilpa Bhadsalve, Sarah Hansen, D'Arcy Heiber, Sarah Love, Karen Robinette, Kristi Dyson, Conny Spann, Peggy Meyers, Devi Brunsch, Peggy Willett

**Approval of November 2025 Board Meeting Minutes**

A motion to approve the November minutes was made by Sarah Love, seconded by Molly Murrah and agreed by all.

**President's Report - Debbie Roskopf**

- **Welcome** Jane Gonzalez (Contracts Coordinator) and Ina Xi (Exhibitions Artists Liaison)
- **New bookkeeper: Mary Zucati (Zucati Associates)**
  - Our transition to the paid bookkeeper is underway, prompting the following changes:
    - Simplified payment processes: Deb developed new fillable forms for payments the bookkeeper will process, using Zelle, Venmo or PayPal.
    - The bookkeeper will not issue checks. Deb and Peggy Meyers are named on NWWS checking accounts. We will minimize the number of checks we issue.
    - A new debit card will be available soon to those volunteers whose work requires payments by this means.

• **Bylaws revisions and new Treasurer**

The executive committee met January 12 to discuss finding a volunteer to handle administrative financial tasks that are not in the bookkeeper's scope of work. These include monitoring our CD, receiving and reviewing PO Box mail, collecting artist payment methods and W9's for the new payment forms, answering BOD inquiries, and other items that will come to light as we transition to the outside bookkeeper.

The committee also considered what changes to our Bylaws may be needed as we transition. Key points:

- We are required by WA State Nonprofit rules to have a Treasurer officer.
  - The paid bookkeeper is not a member of NWWS and cannot be the Treasurer.
  - We will wait to revise the role of Treasurer in the Bylaws until we define their new reduced scope of work and responsibilities and identify a member to fill that role.
- **Financial Forecast**
- Revenue and Expenses for 2025 were nearly even, and we maintain reserves of \$55K for any emergencies or new projects. In addition, the forecast shows that 12 months out we will have \$20-30K available for special projects or other use.

**Treasurer's Report** - Deb shared an Excel File Summary by Event Class and encouraged board members to send her any questions about this report.

**Corresponding Secretary - Conny Spann**

We welcomed eight new New Signature Members In December 2025: Buffy Kaufman, Yidan Guo, Lyna Knight, Dennis Gough, Richard Kessler, Karen Leigh, Chihiro Pierce, Charlene Hall

One additional Signature Membership application is in process.

I also sent a retirement gift (a monogrammed vase) to Shirley on behalf of the NWWWS board, to thank her for years in her role as treasurer.

**Agenda Section A: Items requiring Board input and/or decisions:**

**Samish Paint Out Attendance - Debbie R:**

We've seen a decline in camp registrations for the last 3 camps, and it is holding true for this February's camp. The camp requires a guarantee of 30 attendees. If we fall short of 30, NWWWS must pay the difference. As of 1.11.26, we have 26 people registered. in 2025, 9 people signed up after the initial surge of sign-ups, meaning they signed up later in Jan. and into February. If we conservatively project that no more people will sign up for camp, then we end at 26. The cost to NWWWS would be roughly \$400. x 4, or \$1,600 +/- . FYI, in 2025, our net income from 3 camps was \$5,700.00

How you can help:

- Our PaintOut is such an excellent value, so you are encouraged to come to camp.
- Actively spread the word to any other people or art group.
- Do you know of an art group willing to send out info on PO? Please coordinate with DLR right away for Feb camp.
- Do you know of an art group willing to send out info on future camps? Please coordinate with DLR.
- Offer to be part of a special volunteer group to work with Kathi Hicks to spread the information net wider and remove this item from the president's list.
- Offer to be the coordinator for the May PO, knowing that you do NOT have to pay for camp if you accept that role.

**New Business:**

1. **Flashe Vinyl Paint: Debbie R:** Should "vinyl"paint be accepted by NWWWS and mentioned on our FAQ page and allowed in our exhibitions? Flashe is one brand, but there are others. It is not a new medium. This description is from the Artist & Craftsman website:

**Decision:** After discussion, Molly Murrah moved, Kristi Dyson seconded and all but one board member approved that future exhibition prospectuses include acrylic vinyl paint as an acceptable water soluble medium.

**2. Northwest Art Alliance - Debbie R: Northwest Art Alliance** <https://nwartalliance.org/> has asked if we are interested in participating in their “Best of the Northwest” show, November 7-9 2026 in Seattle. No cost to us. A promotional opportunity. We would be able to sell art in the booth if we would like. It is a 3 day event and we would need to provide demo artists and a hands-on activity for young people. Discussion followed.

**Decision:** We agreed that if we do this, it should be a booth to promote NWS rather than a sales gallery, which would be a much more complicated effort.

**Next steps:** Debbie will gather more information about what kind of booth set up is included in this offer. Peggy Willett will use our new event form to clarify and define all resources needed to participate.

### **3. Exhibition Artist Contracts and Juror Fees Changes: Molly Murrah**

- Jane Gonzalez is now our Contracts Maven. She will work with me on all contracts that might need revisions in the future. So far, she has looked over all the contract masters we already use for our artist partners, and has confirmed that they are fine with no revisions. She will tackle the NWS Bylaws next.
- Regarding exhibition contracts, the Executive Committee approved our using the following set fees for juror/instructor activities *except* their daily workshop fee, which would be negotiable:
  - General meeting demo: \$350.00
  - Jurying an exhibition + choosing awards: \$400 for up to \$350 entries, plus \$1.00 for each entry over 350
  - For online exhibitions: Choosing award winners and presenting at reception: \$350
  - For gallery exhibitions: Choosing award winners & presenting at reception: \$400

**Adjournment:** The meeting adjourned at 2:30 p.m.

### **Agenda Section B: Committee Reports/Updates to keep everyone informed:**

**“Responsibilities” Page. Debbie R** - Requesting bullet-point list (not job description) from the following people. More than one page if you have more than one role. Thanks!

Sue Dehmlow

Nancy Jenkins

Peggy Willett

Eileen McMackin

Kristi (Signature show)

Peggy Meyers

**May PaintOut - Debbie R** - We are in need of a coordinator for May b/c Kathi Hicks has other commitments in Spring. Coordinating isn't complicated, and the coordinator does NOT pay camp registration fee.

### **Data Manager - Shilpa Bhadsalve**

Please review the two attached membership data reports and note Shilpa's comments;

1. With the membership overall, it is grown and now somewhat flat since 2023 (after the covid peak) in general. Year over year, the new members (orange in color) gained also has not changed significantly because some stop renewing and there are different new members.

2. But with the make-up of the membership, I do see more people from outside the PNW becoming members. WA state members have lessened and outside of the state and the international membership has increased.

**Exhibition Entries: Debbie R** - With so few people sending checks by mail at entry deadline time plus the move to an outside bookkeeper, the Waterworks Prospectus does not include the option to “pay by mail”.

**Exhibitions: Open 2025: Debbie R** - Sold 9 paintings. As anticipated, the in-gallery show was not profitable, with a net loss of about \$3,000.

**Exhibition: Waterworks 2026: Debbie R** - The prospectus is online and to date we have about 10 entrants. **Peggy Meyers reports** that we have 25 entries this year compared to 39 as of this date last year. However, the deadlines differ by week or so. Last year first entry was 11/15, this year was 11/26. I think it is on track.

### **Foundation: Peggy Willett**

The Foundation board met in October, welcoming Cathe Gill as Scholarship lead and new board members Alex Hollmann and Elizabeth Houser to the Scholarship team. Kat Parsons also joined the board in October and became Art For Kids lead in January.

The board met again in January and named Peggy Willett as President. Elizabeth Houser offered to be named as Secretary. Charlene Burley continues as Treasurer and will make the annual state and federal filings in Q1. Linda Sewerker remains on the board and Past President Mike Thoreson continues as an advisor.

Scholarship judges will be named in the coming weeks and Elizabeth is helping us spread the word to potential applicants through social media. Peggy Meyers will provide website training to the new Scholarship team. The Foundation board meets next on April 15.

### **Publicity: Sarah Love - Nov/Dec 2025 PR Report**

#### **Open Exhibition**

- ‘See the Open’ social media campaign results: 42.6K Facebook and Instagram accounts reached in the Vancouver BC to Portland and Spokane areas with 876 website link clicks. Very good results for \$200 or \$.23/click.
- Still await impressions for 15 second TV spots that ran on Cascade PBS. Unfortunately due to a station snafu the Platinum+ patron 9 spots and banner ad weren’t run as scheduled. As a Make Good Cascade will run spots for us May 4 - Jun 8 for Waterworks. Slide material for the 15 seconds spots due April 20.
- Open Winners press release distributed to 71 media. *Watercolor Artist* will run ZL Feng in their Spring issue. *American Watercolor* picked up the release for the 12/15/25 edition. <https://americanwatercolor.net/where-emotion-and-technique-meet/> The French

publication, *The Art of Watercolour*, is interviewing Kate Aubrey and maybe Jack Dorsey for another issue.

- Provided images and captions of exhibition for *Bellevue Lifestyle* magazine.

### **Waterworks**

- Kristen Doty has created 6 ads - 3 for Facebook and 3 for Instagram - for Call for Entries to be posted in 3 campaigns.
- First campaign ran weeks of 12/8 and 12/17. Lana Privitera's "Breakfast with Maria" reached 52K on FB with 698 link clicks. Dana Thompson's "Amazing Grace" reached 76K with 807 link clicks on Instagram. Of note: 87% of those reached on Instagram were 18-34 year olds with 66% of those being men.
- Next campaign starts this week with the third in February.

### **Social Media**

- 42 social media posts written and posted by an excellent team of Dina Popovkina, Elizabeth Houser and Jeanne Anderson.

### **Workshops: Karen Robinette**

**NWWS Spring Workshop Update:** We will be having two 2-day online spring workshops: Michael Solovyev April 16-17, "The Portrait in Watercolor, Light & Dynamic," and Mike Kowalski April 22-23, "Painting in the Shadows." Registration for both workshops will open February 21st.

### **Workshops International: Molly Murrah**

- WI next workshop: 2/14 with Angela Fehr. We have 34 registrants so far. Angela sent out a wonderful email about her workshop to her list and we got 7 registrations that day plus 3 more since.
- We have signed contracts for all Workshops *International* instructors through 2026. I will come up with the next four instructors for 2027 as soon as I can.
- All WI instructors have agreed to the increased workshop size of 75 participants

### **Volunteer Coordinator: Peggy Willett - open jobs**

#### NWWS:

AZR lead and/or team - to reimagine the AZR project Paint Out coordinator for May  
Signature Co-chair - a Signature member to help Kristi and take over when possible  
Membership Development coordinator - someone to help us grow the organization  
Volunteer Coordinator - a matchmaker and talent spotter to take over from Peg  
Program Chair - a replacement for Sarah Hansen after June 2026

#### NWWF/Foundation:

A bookkeeper accountant to support Charlene and take over as Treasurer  
Art for Kids - a member art teacher to co-chair with Kat

**TESTIMONIALS: Molly Murrah:**

We have had some wonderful emails from people who attend our general meetings...

*Recently I joined some watercolor groups and I attend demos, workshops, and meetings via Zoom. Even tho I'm not in the NW, I joined NWWWS because of the excellent manner in which your online events are presented. I feel really fortunate to have found NWWWS and such an inspiring and friendly group of folks.*

**Jan O'Riley in Davis, California**

*My reason for writing is really to thank you ALL for making NWWWS such a fantastic organization! It is a pleasure voting for the Board. Thank you for all the endless hours it takes to bring such amazing demonstrations, painting opportunities and resources to all of us!! Thanks for making "attending" the meetings possible through such well-done (& fun) zoom meetings!*

**Lorraine Ford**

*Just a quick note....I recently joined the NWWWS and I am so very impressed and pleased with all that the organization offers. Send heartfelt thanks to the folks that do so much to make NWWWS so outstanding.*

**Richard Kessler**

**Agenda Section C: Programs proceeding as planned, but no news to share.**

**Roger Baker - Community Art**

**Eileen McMackin - Awards**