

MINUTES

NWWS Board of Directors Meeting
Weds. Mar 11, 2026
Zoom Video Conference
Approved April 8, 2026

12:15 - 1:00 Pre-meeting social time/lunch online

1:15 p.m. Call to Order

Attending: Debbie Roskopf, Molly Murrah, Eileen McMackin, Peggy Willett, Peggy Meyers, Jane Gonzales, Kay Seales, D'Arcy Heiber, Conny Spann, Mike Thoreson, Kristi Galindo Dyson

Welcome and Introductions: President Debbie Roskopf welcomed Jane Gonzales, our new Contracts Coordinator and Assistant Program Chair to incoming Chair, Joan Andrews. Board members introduced themselves, briefly summarizing their roles and Jane shared information about her background and how she came to be involved with NWWS.

February Meeting Minutes: A motion to approve the February Board Meeting Minutes was made by Molly Murrah, seconded by Conny Spann, and agreed by all.

President's Report - Debbie Roskopf

- **New Era Exhibit / Issaquah University House** - The Mercer Island exhibit has been cancelled due to renovations at that New Era facility and all paintings will be displayed at the Issaquah venue in the Fall.
- **April 11 field trip to NW Art Alliance show** - Deb will scout the spring art show to view the space we've been offered for the Fall event and will report back in May for a decision.
- **Banking / Zelle / Venmo / Wise / CD:** Deb has transferred our accounts from Keybank to Wells Fargo. We will soon transfer Authorize.net to complete the project.
- **New reimbursement forms** will be sent to Eileen, Sue and Conny.
- **Forecasting** - we are in a good cash position to have \$25-35K in discretionary funds at the end of the year. A combined January/February forecasting doc will soon be shared.
- **Overlake Healing Arts Gallery sales** will no longer be run through NWWS - Chair Roger Baker will connect buyers and sellers to handle the transactions directly.

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

1. Proposal to establish a new Award - Eileen McMackin

Last month, Eileen proposed a new cash award for our future Waterworks and International Open exhibitions, funded by Community Donations. We wish to proceed for the new awards to begin in 2027. Further discussion reveals need for a more detailed operational and marketing plan, which Eileen will present to the board after working with Marketing, PR and Treasury.

2. Proposal to standardize fees paid to exhibition workshop artists - Molly Murrah

Molly's proposal to simplify and standardize all exhibition related workshop instructor fees was discussed. We agreed to offer them \$1,000 per day, and ensure instructors offer some unique content for NWWWS workshop attendees.

New Business:

Waterworks Digital Catalog: Molly Murrah: The board commended Molly's plan for online Waterworks catalog in lieu of printed catalog. She will create a digital flip book honoring Patrons and Sponsors and focusing on large images of the award winners. All other accepted artist's work will be viewed by clicking a link to the online gallery at our website.

Molly Murrah: New Program Chair and team:

I recruited **Joan Andrews** at Paint Out for our new Programs Chair. Joan is a past freelance graphic designer, so has experience running her own business and dealing with clients. She is also a fine painter and is enthusiastic about taking on this position! I sent her the job description and included her duties, so she is informed. I have wanted Joan on our board ever since I met her at Paint Out about 4 years ago. Contracts Coordinator **Jane Gonzalez** will be her assistant and will handle the details. **Sarah H., Joan, Jane and I** ~~are meeting~~ met by Zoom on Monday, March 9th to go over the position and delineate duties.

Molly Murrah: New Member Brochure: As we will no longer print WW catalogs. Marketing will produce a new member brochure designed to mail in a #10 envelope along with our welcome letter and "Quickstart Guide to our Website." This will be a generic brochure that can be used for multiple years and will feature some of the pieces that are in our Permanent Collection since they don't really get any public exposure at Fred Hutch. Debbie and I will work on this brochure together. I can get 1,000 brochures printed for a little over \$300. This change will eventually reduce our printing costs after the initial run and will definitely save on future mailing costs since our previous packets included heavier catalogs and were in 9x12 envelopes, which require a surcharge.

UW Book Sales: Molly sent our financial payment docs to UW so they can send us our share of the NWWWS book sales from several years ago.

Devi Brunsch Interview: Debbie Roskopf shared a video of Devi Brunsch television interview on local FOX 13's "Studio Live." A beautiful segment and message about the healing nature of producing art.

An expanding role for Devi: Peg Willett noted that Devi is also taking the Signature Co-Chair role, supporting Kristi, and will add Signature exhibition venues to her role as Venues Chair.

Possible candidate for Membership Development role: A new member approached us to volunteer for this role and will meet with Debbie later this month to discuss.

Paint Out coordinator - Terri Wagner has volunteered to run the May camp.

The Meeting adjourned at 2:25 P.M.

SECTION B - Reports and News from all NWWWS Chairs, leads, volunteers:

Data Manager - Shilpa Bhadsalve

Shilpa sends highlights from the attached PDF membership report:

1. We have gained 5.5% more members than last year!
2. Signature membership has increased and Charles Rouse successfully renewed his GMF membership after the illness.
3. We continue to gain international and outside of WA members.

NWWF Foundation: Peggy Willett

Scholarship Application deadline is March 30. Judging will take place in April. Winner will be announced shortly thereafter. Winner will be our guest at May or June membership meeting.

Publicity: Sarah Love - Feb 2026 PR Report

Open Exhibition

- Completed all paid media stats showing \$3,147 spent of \$3,300 total budget. Objectives: 1) Call for entries to watermedia artists and artists to fill Frank Eber's workshop - \$1,900; 2) to reach viewers, buyers and art collectors to attend in-person art gallery, - \$1400. PDF showing all media used and results of each available.
- Four award winners in the 85th Open Exhibition have featured articles in the March issue of *The Art of Watercolour*. <https://bit.ly/40hyqTx> Click through the [bit.ly](https://bit.ly/40hyqTx) info to the destination to see:
 - Kate Aubrey pages 22-27
 - Jack Dorsey pages 28-31
 - Karen Leigh pages 74-79
 - ZL Feng page 86-91

Waterworks Exhibition

- Three social media ad campaigns completed. Total of 3 ads ran in Facebook and 3 in Instagram.
- Total views 473K
- Total link clicks 5231
- Costs \$300 (per link click \$.06)
- Provided a special overview of Waterworks for *The Art of Watercolour*, a French publication. Images also provided for 4 winners of the 2025 WW Exhibition: "Breakfast with Maria" by Lana Privitera; "Amazing Grace" by Dana Thompson; "Garden Whites" by Roberta Denny; "Morning Glow" by Jan Min. See the March 2026 issue on p. 8. <https://bit.ly/40hyqTx> Click through the [bit.ly](https://bit.ly/40hyqTx) info to see the work.

Social Media

- Wrote 22 social media posts and provided images for social media team. Posts included everything happening in NWS: Paint Out, Workshops Intl, demos, recordings (member benefits), new signature members, affiliate discounts for Acrylic Live and Terracotta and NWWF scholarship.
- From Jean-Philippe Moine, editor of *The Art of Watercolour*: Karen Leigh will be featured in the March issue.

Workshops: Karen Robinette

- Michael Solovyev's April workshop is SOLD OUT!! I am taking names for the waitlist
- Mike Kowalski's April workshop has 14 of 22 registrants.

Volunteer Coordinator: Peggy Willett - open jobs

NWWS:

Corresponding Secretary - since much of the CS work is with members working toward or retaining their Signature status, we will seek this officer from among our Signature members and other members who are interested in volunteering and who write well.

AZR lead and/or team - someone to reimagine the AZR project as a critique platform, or perhaps widen its scope as a lecture series, joint project space or other possibilities.

Volunteer Coordinator - a matchmaker and talent spotter to take over from Peg at some point.

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 Parsons

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

No items were submitted for this area of the agenda.