MINUTES
Northwest Watercolor Society (NWWS) Board Meeting
Wednesday, September 9, 2026, at 1 pm by zoom
Approved at the October 14 Board Meeting

Attending: Debbie Roskopf, Molly Murrah, Devi Brunsch, Eileen McMackin, Conny Spann, Liz Walker, Joan Andrews, Peggy Meyers, Karen Robinette, Ina Xi, Sarah Love, Kristi Dyson, Roger Baker, D'Arcy Heiber, Loretta Fernandes, Peggy Willett

Call to order
Welcome Loretta Fernandez, who volunteers to help FTC (first time campers) settle in to Paint Out.

Approval of the June minutes
DECISION: A motion to approve the June minutes was made by Molly Murrah, seconded by Sarah Love and approved by all.

President's Report: Debbie Roskopf:

- Aljoyah/Mercer Island - April 2027, 4 months

DECISION: A motion to accept New Era's invitation for members to exhibit and offer paintings for sale at this additional venue, was made by Molly Murrah, seconded by Conny Spann and approved by all.

- Purchase Prize - "Steadfast", Caitlin Leline Hatch

Deb advised that she, as President, Molly Murrah, Vice President and Exhibition Artist Liaison Ina Xi selected this year's purchase prize from the 2026 Open exhibition. Ina will advise the winner to ship her painting to Phoenix to be framed at NWWS expense. When ready, David O Smith, Permanent Collection chair, will pick up framed image from Phoenix and deliver it to Fred Hutch for Permanent Collection installation. Peggy W. will contact David to ensure he is aware of the plan.

- Samish Paint Out - Future $13,727 (Sept). 30 camper min. x $400 = $12,000. Cost increase in 2027.

Deb noted that registrations are looking good for this month's event but that we need to build new attendees for future. In addition, next year's cost increase for the venue will need to be addressed in future participation fees. Ideas to amplify participants' social media networks will be discussed when they meet in the near future.

- Mailchimp Growth - Sept 25 (3841), Sept 26 (4321), ⬆️ 13%

We are delighted to have over 1k members and that our mail list is up significantly.

- Short 1 Q Survey - Responses are generally positive to receiving occasional text messages from NWWS. No plans to implement are ready to discuss yet.

- Mary Schumaker - Congratulations to Mary for 2 awards in a recent Women In Watercolor exhibition, and for achieved signature status in that group.

- Member Connect Update - table to October meeting.

Treasurer - Conny Spann
Treasurer Conny Spann reports that she's now familiar with the NWWS finances and shared the following information and analysis in a series of charts and visuals:

Current cash on hand is $94,661.

Annual revenue sources include membership dues, exhibition entry fees, workshop and paint camp fees.

Annual expenses include operating/overhead costs, exhibition, program, paint camp and workshop costs, plus an annual donation to the Foundation for scholarships and grants.

For the 12 months from Sept. 2026 through August 2026, we expect to spend about $6,000 more than we take in. Our cash reserves are sufficient to cover this shortfall while maintaining approximately about $55,000 for any emergencies and contingencies.

Our forecast, built on the system Deb Roskopf developed for us three years ago, shows we are building a discretionary cash fund of more than $30,000. gives the Board flexibility to consider, approve and test new ideas for projects and programs to benefit members.

Conny shared charts to make the financial picture easier to understand:

- Monthly Cash on Hand for 2026 compared with the previous two years.

- Income and Expenses by program for the past 12 months.

Together, these changes help everyone to see which programs generate revenue, break even or run at a loss. They also give the Board a clearer basis for deciding which programs to continue, improve, close, or replace with a new project, as appropriate.

Conny and Debbie continue to actively monitor the finances, the bookkeeper's work and the effectiveness of the new systems.

Conny will update the charts and report for the board at future meetings, and she welcomes any questions or comments about NWWS finances.

Corresponding Secretary - Liz Walker
I am pleased to inform you that Rick Anderson from Clinton, MS has earned NWWS Signature Membership status, and their certificate will be mailed to them tomorrow.

In addition, Richard Woods, Hoquiam, WA, has been verified and will receive his certificate after the current show ends. Hopefully, we'll get more Signature applications as well, although it could be that some are still waiting to achieve that goal.

Peg will ask Shilpa to send Liz the list of 18 Signature Members who need to be contacted about renewing.

Section A: Items requiring board input, approval or action

1. Prospectus- Proposed nudity clause - Debbie Roskopf
Deb and Roger developed the following language to consider:

"Nudity: The nude human figure is allowed. NWWS reserves the right to make final determination regarding the submission's alignment with our values and appropriateness for exhibition."

After discussion, we agreed that Molly will run the language past the attorney for comment. We will vote on this matter in October.

2. Avoiding Future Exhibition Entry Date Extensions - Molly Murrah
To avoid future exhibition deadline extensions, we discussed offering our usual entry fees until a date very close to the deadline, after which the entry fee would increase. We do not want to extend the deadlines going forward. Molly will propose this change to the prospectus for the 2027 Waterworks exhibit and we will consider it for an October vote.

3. Change to Juror role? - Molly Murrah
At NWS, they use multiple volunteer signature members to curate the overall show, then most often use one paid juror to be the Juror of Awards. Shall we adopt a similar policy? Discussion followed about how having more eyes on the entries would help ensure the highest quality paintings are accepted into the exhibitions. Lots of details would need to be considered about how Signature members would be selected/invited and possibly, compensated for this work. As we have solo jurors under contract for the near future, we have time to think this through before making a decision. Input is welcome.

New Business:

I. GMF and Signature Member Renewals - Shilpa Bhadsavle reports:
1. One GMF renewal is still not done
2. Eighteen Signature members have not renewed their membership since last year
3. After the corresponding secretary contacts those who need to renew, some more members will renew and I can create a signature member list.

II. Exhibition Artist Liaison Ina Xi's process doc will be shared at our October meeting.

The meeting adjourned at 2:37. p.m.

Section B items: News and reports from chairs, committees and projects; what everyone needs to know, but no action is required at present:

Communication from Kristi Dyson: Debbie R: We received a lovely note from Kristi after the death of her stepson. It reads:

"Thank you so much for the thoughtful and kind remembrance of my stepson. We are never prepared for loss especially such an unexpected one. Mike was a man of deep faith and that knowledge strengthens and sustains the family and friends he left behind. We have a sure hope in God's promises and plans and in the love we share.
It is good to receive sympathy and prayers from friends. It reminds me how much people care.

The wind chime & feather ornament will be a constant reminder of the love that connects us. I received individual notes from several of you. All were deeply appreciated! Thank you all for being the caring people that you are!

Blessing to all!
Kristi"

Data Manager - Shilpa Bhadsavle

Here is the monthly report for August 2026.

1. Acceptance packets were sent on time for the Open.
2. Membership has increased considerably compared to August of last year. There are 10 new members who signed up.
3. Detailed statistic documents were shared with the board.
4. One signature membership approved (Rick Anderson) and one will be awarded after the Open show is up in October (Richard Woods).
5. Our web developer resolved a missing payment record of one member after a long wait. It is concerning that the payment records do not show up in the database. Do not know much about why.

Exhibition Award Winners and sold paintings process - Ina Xi:
Deb asked me some time ago to go through the finalized payment process for award winners and sold paintings, since the process involves a new Google form that I proposed and implemented.

Publicity - Sarah Love reports the following item for Jun, Jul & Aug 2026

Waterworks Exhibition

- Completed boosted posts to draw viewers to website to see the new exhibition. Total views for 8 boosted posts: 211K; total Link Clicks to website: 5,919

- Ad stats for all paid media calculated and available for review on request. Includes 15 second TV spots in trade on Cascade PBS/KCTS 9. Sixteen spots (worth $2,000) reached 91K households and seen by 110K potential people.

Workshops International
Boosted post for Anders Andersson for $25. Total views: 19K. Workshop filled.

Open Exhibition
- Call for Entry PR written and distributed to 46 media.
- Four Call for Entry ads ran in American Watercolor Newsletter from 6/10 - 7/1/26. Costs: $1200. Total link clicks: 413
- Kristen Doty created 4 Call for Entry ads for social media using artwork of Thomas W Schaller, r. mike nichols, Rene Eisenbart & Geoff Allen. Each ran in Facebook and Instagram for a total of $400. Total views: 485K; total link clicks: 9K
- NWWS 86th announcement press release written and distributed to 110 media. Picked up so far by Shoreline Area News https://www.shorelineareanews.com/2026/08/nwws-86th-international-open-exhibition.html
- Artist Acceptance into NWWS 86 PR template written to go with acceptance packets along with “See my art in the NWWS 86th” posters created by Debbie Roskopf for social media.

NWWF
- PR written on Megan Shilobod, Scholarship/Barbara Pitts Award winner. Distributed to 24 art media/organizations and 62 universities/colleges in WA, OR & ID.
- Blurb on scholarship winner written for Hot Press
- Wrote 7 social media posts on past winners to encourage students to apply for 2026 scholarship. Boosted 3 winners for $150. Total views of paid and unpaid posts: 28K. Total link clicks: 863 (paid only).

General Publicity
- Obtained permission of signature member, Doreen Koch Allen, to post her artwork on the Members Facebook page as the cover. Wrote brief bio, too.
- Met with marketing committee to work on the Community Cash Award, Artists Encouraging Artists.
- Wrote 75 posts over 3 months for social media team covering all things NWWS plus special posts for 4th of July and extended Open Call for Entries deadline.

(End of Publicity report)

Exhibition Workshops - Karen Robinette
The NWWS Dongfeng Li online workshop will be held October 22-24. I currently have 10 registrations as of August 28th.

Northwest Watercolor Foundation - Peggy Willett
tThe NWWF Board meets next on Sept 26 at 6 p.pm by zoom. If you are interested in becoming involved with the Foundation, please let Peggy know and join us.

Programs/Membership Meetings: Molly Murrah:

WI update: I couldn't make it back in time to host the Anders Andersson WI workshop, because it took me 24 hours to get to Seattle from the Burlington VT airport. But before I left for my trip, I set Debbie up to be the host – thank goodness. The workshop went really well and it sold out! Here is a comment from Andersson:

Debbie and Kaylee were super good at monitoring the workshop. Couldn't have been better. There were a lot of good questions and I managed to give some criticism at the end. I've received a few emails with paintings that I've responded to. Great to see so much commitment.

Thanks for giving me the opportunity to join and participate!

Testimonials: Molly Murrah:

WI testimonials:

Molly, this was great… It's nice to paint along then watch again without painting and see what I missed. I loved this and Sebastian was so wonderful in giving critiques and explaining what he was thinking. This was my first zoom workshop with NWWS but I look forward to doing more in the future. Thanks for all your work pulling these together! Susan Roth

Thank you, Molly. You, Debbie and NWWS are top-notch! I really appreciate all the wonderful things you do to help us travel our artistic journeys.
Steve Ludeman

June General Meeting feedback:

I truly enjoyed the demo with Pam Wenger… I appreciate the professionalism that your group brings to watercolor. I wish I lived in your area so that I could more fully participate. But I do enjoy the opportunity that I get from time to time to tune in. Thank you for always doing such a great job.
Rosa Ann Sadler

Thank you so much for hosting Pam Wenger. It was an outstanding meeting. Pam's a terrific communicator and talented artist. I'm not a painter of landscapes or architectural scenes, so Pam's presentation really resonated with me. Thank you for offering such fantastic art education online.
Julie Frank

Section C: All is going well - but no news and no problems:

Eileen McMackin - Awards
D'Arcy Heiber - Newsletter