

## WAAL Board Meeting 10/19/21

### - Budget

**Questions raised:** There are concerns about smaller numbers of artists renewing their memberships to date and lapses in some members renewing their portfolio fees. Do we take down portfolios of persons who have not renewed their portfolio yearly fee? Will membership participation and renewals increase when we go back to in person meetings? Should we raise the yearly budget from \$2,000 to \$2,500.

### **Suggestions for covering future budget:**

-We could have an annual subscription that would cover entry into all of the WAAL shows.

-We could add \$5 more to the traditional entry fee of \$15 per show. This would allow an increase in prize monies. **Note:** Entry fees must cover the expenses for judge's fee, awards, and advertising costs. Show chairs will be asked to first indicate date of show and how to pay entry fees (Pay Pal or mail in check, but no cash) **before** listing entry deadlines so the entry fee process is more clearly seen and understood.

**General in-person meeting expenses** will be kept at \$20 paid to the volunteer who provides snacks and \$100/month for the use of the Clintonville Women's Club.

### **Webmaster expenses:**

His bill will be submitted for payment soon.

**Next Show and related expenses:** Carol Hershey, owner of the High Road Gallery and Studios has invited WAAL to have a show of about 45 works in Feb./Mar. of 2022.

There will be one co-chair from WAAL, Sylvia Bowers, and one from High Road Gallery, Deb Haller. It was proposed that the entry fee be \$20 with \$5 going back to the WAAL general account. Prize monies would be \$200 for first place, \$100 for second, and \$50 for third. The judge's fee would be \$100. We are not sure what percentage of sales Carol Hershey will charge. **All prize money amounts are contingent upon income raised by artist participation.**

**Speaker's fee:** It was proposed that the fee be increased to \$100 per event.

**Treasurer's Report, Beth Veldey:**

Projected deficit for 2021-22 is \$3,672.66 if membership trends continue. A detailed spread sheet was sent the board members.

Proposed ways to increase membership; increase WAAL's community presence through greater participation in local events; participation in art festivals; have shows at the McConnel Art Center; have a broader age range of speakers to attract younger artists; post WAAL brochures in the Short North galleries during the Short North Gallery Hops.

**Vice-President Report, Lisa Hilbig :**

No new speakers scheduled to date. It was suggested that Justin Gillamore could be asked to speak. Other suggestions were identifying artists from different public exhibitions such as from the current show at the McConnel Art Center featuring some members of the Ohio Plein Air Society, artist showing work at the Dublin Cultural Art Center, and CCAD graduating seniors or staff members.

**General notes:**

The High Road Gallery wants WAAL to find a new place to store WAAL's tent and miscellaneous equipment. Please volunteer if you have storage space.

**Webmaster, Matt Anderle:**

Matt showed the WAAL secretary, Sylvia Bowers, how to access her web address and said he would continue to help anyone with the same issue.

Note: Sylvia, will send minutes to all board members. Beth Veldey will forward general meeting notes for posting on WAAL site.

**The next general meeting will be Thursday, Nov. 11 and the next WAAL members' critique will be Thursday, November 18 due to the Thanksgiving holiday. Following critiques will resume on the second week after the general meeting.**