



Water Street Studios Board Meeting  
Wednesday, March 16, 2022

Attending: Ramon, Jessica, Matt, James, Randy, Kimberly (Remotely), Maureen (Remotely), Lisa (Remotely, attending late)

Meeting called to order at 7:09pm

A. One Positive Thing

1. Ramon is here and healthy.
2. Figuring out what we need to work on.
3. Good numbers at the opening on Friday.
4. Moving in the right direction with attendance and class sign-ups
5. Studios are being filled and there is a waiting list.
6. Hiccups/dramas seem to be leveling off and we are moving forward.
7. Great quick response for approval needed for heater.

B. Approval of February Minutes

1. Matt motioned to approve February minutes
2. Randy seconded.
3. All in favor.
4. Motion passed.

C. Committee Reports

1. Operations – (Buzz out of town)
2. Studios – (Lisa not in attendance)
3. Galleries – (Richard not in attendance – indicated nothing of note to report.)

4. School of Art – (Maureen) – Committee member’s husband has cancer. Looking to reach out to other 2 committee members and Anna to get together.
5. Fundraising – (Chris is not in attendance).
6. Events – (Jessica) – rescheduled meeting got cancelled.
7. Marketing – Chair Open
8. Finance – (Randy) - Lease – current lease runs through 2025 – three years left in it. As we began discussions about expanding office, this led to discovery discussions for whole lease. We have begun an analysis of the facility to determine current and future needs.
  - a. Jessica motions that we move to Executive Session.
  - b. Matt seconded.
  - c. All in favor.
  - d. Executive Session began at 7:18pm
  - e. Motion to leave Executive Session by Matt.
  - f. Ramon seconded.
  - g. All in favor
  - h. Return to Regular Session at 7:37pm
  - i. James identified several things in our licensee regulations that were inconsistent, etc. Randy rewrote agreement regarding alcohol as zero tolerance. Randy sees a lot of possible liability with 24-hour access to a building on a dark street with a stairwell that is steep. Liquor License covers events downstairs only(?). We need to determine the License, regulations, law around liquor and what our insurance will tolerate.

#### D. Executive Director Report

1. Facilities
  - a. shelves in some studios collapsed and had to be replaced.
  - b. Light in the Stairway went out, it’s non-standard. Looking for part or replacement that will work best in that space.
  - c. Furnace fixed – thank you for quick approval.
  - d. Studio 8 – repairs made and ready to go.
2. Galleries
  - a. Logistics – show tags, artis information for shows, etc.
  - b. Arts Collective – no meetings for a couple of years, lots of members who have not paid but receiving benefits; or others being charged hat have dropped out. The studio that they are using would make about \$2500 more as a

rented studio instead. So, either need to get quite a few more Collective members or perhaps rethink the use of that space.

3. Events –

- a. 2<sup>nd</sup> Friday in February we had 190 or so. This past week in March, up to 295! Well attended with better marketing, and some local artists that have a following. When people are intentional about getting the worked out, things can happen. Ramon felt the artist demo during the opening was very engaging. To this point we have seen a bump in those artists classes after they have demo'd.
- b. Resident Artist car was keyed during 2<sup>nd</sup> Friday – may have been done by someone no longer here.

4. H.R.

- a. Accepted an offer for a new Gallery Assistant Grace. Good experience and hoping she will help get some of the Gallery logistics under control.
- b. Former assistant transitioning to teaching.
- c. Joe the maintenance guy put in his two weeks. His other job offered him a better position. Reaching out to applicant that had applied when Joe was hired.
- d. Motion to move to Executive Session by Ramon.
- e. Matt seconded.
- f. All in favor.
- g. Executive Session started at 8:00pm
- h. Motion we return to Regular session
- i. Randy seconded.
- j. All in favor.
- k. Return to Regular Session at 8:08pm

5. Operations

- a. Dave Wensel signed agreement. All good.
- b. James presented the Levitate Proposal to help us market better by giving us a couple of additional features that we don't already have. Will add a CRM feature. Allows for better open rates. Will write 4 full campaigns for us each year. (No social media, no design work.) Will they do any targeted database or just use our contacts. Technologically a little more advanced on our data keeping. They will make sure our email lists are working right and that the campaigns are reaching the right people. Jessica is not in favor until we have a Marketing Plan and actual marketing happening. Matt sees them as Communications not Marketing. MailChimp is \$75 a month with a ceiling of 5000. Levitate is more than

double the cost - \$2241 a year – will it bring in that much? Suggested we table until we have a more solid marketing plan. Can we get a free trial? If so, let's try and see if it works.

- c. Weiland Audit is about 40% done. Kim the bookkeeper and James have been in contact and they are happy with the progress.
- d. 4-Year Plan put together in November outlining several of the items Board members have been asking about.
6. School of Art –
  - a. Had a teacher step down, looking for a replacement.
  - b. Geneva Wine sellers contract and moved to other venues.
  - c. 121 classes currently signed up – most we've had.
7. Clay Lab
  - a. Consolidate shelf space to make room for more.
  - b. Subscribers has not been kept up as well as we had hoped. Some up for renewal, and a wait list for subscribers, so some clean up needed, but good shape.
8. Fundraising
  - a. Art Around the World broke even – learned a lot. Moving forward.
  - b. Reworking Memberships
  - c. Fundraising Plan also submitted to the Board. Please review and reach out to James with any questions.
  - d. Donations – Amazon Smile set up; have some donations coming in.
  - e. Grants – identified 3 websites that will find grants for us for a low cost. Doing the free-trial right now. If fruitful will continue.
9. Studios – Currently 6B and 8 are vacant, but have contracts in place – will be back to 100% by end of April. Have a waiting list that has fluctuated, but is up to 5.

#### E. Treasurer's Report

1. Review of Financials - \$14'600 loss for month of February.
2. Comparison to February LY – roughly same numbers. But expenses have increased. Rent was called out – James indicated that a couple of checks went in today (late).
3. Showing an operating loss of \$2800. (Costs that are variable and related directly to operations.)
4. Discussion of where the money came from last year (grants) versus income this year. James' Fundraising plan does address this. Comparing YoY last month, we had a better month, this month not as good. Rent and Education income

seems to be the balance of this. \$850 for classes seems low to James. Did something not get entered? Based on past rates of signup, that line item should be closer to \$2000.

5. Huge jump in maintenance and building supplies, staffing pay, etc. Anticipated this as we chose to invest in WSS to move forward.
6. Motion to approve Treasurer's Report by Jessica.
7. Seconded by Ramon.
8. All in favor. Treasurer's Report Approved.

F. President's Report

1. Committees – it's okay and by design that we encourage others outside of WSS to join the committees. This will benefit us by expanding our reach and influence. Several committees are just one-person committee. That's allowable, but you are welcome to invite others to join. Ramon has been asking people to join committees. Great entry point. Not making a huge commitment.
  - a. Events
  - b. Marketing
  - c. Finance
  - d. Operations
2. Seeking VP nominations –
  - a. According to bylaws, we need a nominating committee. Jessica puts herself forward.
  - b. Matt motions that Jessica chair the nominating committee.
  - c. Randy seconded.
  - d. All in favor.
  - e. Motion passed.
  - f. Jessica asked each Board member if they have a nominee. Ramon put forward Chris in abstention. Kimberly put forward Matt.
  - g. Matt was asked to leave the room for discussion. VP needs to be strong in recruiting. Discussion followed.
  - h. Jessica asked for a vote. Matt was elected to VP.

G. Motion to Adjourn by Randy,

H. Matt seconded.

I. All in Favor

J. Meeting adjourned at 8:54pm. (Submitted by KALH 4/13/22)