

**Minutes of WRAA Board Meeting  
May 3, 2017  
Fitchburg Senior Center; Fitchburg, WI**

**Members Present:**

Cheryl Breunig, Karen Cahill, Rebecca Herb, Mary Ann Inman, Anne Irish, Jean Lang, Bev Larson, Sally Probasco;

**Others Present:** Jan Feyzi

**Members Absent:** Sherry Ackerman, Bruce Braun, Lisa Humke, Marilyn Knipfer, Sharon Stauffer, Bobby Walker

**Introductory Remarks**

Sally Probasco opened the meeting at 1:15 pm. The meeting was requested following email communications indicating further discussion was needed on some motions and other issues discussed at the April 24, 2017 board meeting.

**Invitees to the State Day Conference**

The board revisited a motion passed at the last meeting concerning invitees to the State Day conference and their eligibility for artistic awards (see Minutes dated April 24, 2017). The motion referred to all invitees; however, board members felt the original motion should be amended to be two separate motions: one dealing with board members and the other with local WRAP coordinators (the two groups currently invited to exhibit at the State Day conference regardless of whether they have won a state exhibit award at a local WRAP).

Email input from board members not able to attend the meeting was considered and provided talking points for discussion. The first issue taken up was whether or not board members exhibiting artwork at the State Day conference should be eligible to win a State Day artistic award if the artwork has not won a state exhibit award at a local WRAP. A variety of opinions were expressed. Some members noted that WRAA members who regularly exhibit notice who is getting awards, and there may be a perception of favoritism when board members exhibiting invited artwork receive artistic awards. Of additional concern was that having more eligible artwork at the State Day conference decreases the chances of winning for artwork that has already won a state exhibit award. Others felt that since board members are invited to exhibit at the State Day conference, they should also be considered for awards as any other exhibitor. After much discussion, the consensus was that, in order to preserve the integrity and fairness of the artistic awards given at the State Day conference, artwork from board members should not be eligible for an artistic award unless it has earned a state exhibit award at a local WRAP. It is already an honor to have board member artwork shown in the catalog. Board members have the opportunity to exhibit at local WRAPs, where they can earn a state exhibit award and go on to possibly win an award at the State Day conference. The mechanism for informing the juror as to which artworks are eligible for State Day conference awards will be worked out between Liese Pfeifer and the Awards Committee.

A motion was made by Bev Larson to amend the motion previously passed on April 24<sup>th</sup>, 2017:

**Amended Motion:** Board members invited to exhibit at State Day are not eligible for an award at State Day unless they have won a state exhibit award at a local WRAP. Motion: Bev Larson, Seconded by Anne Irish, motion carried.

Board members discussed the issue of local WRAP coordinators invited to exhibit at State Day. Rebecca Herb indicated she created an award for artwork exhibited by invited local WRAP coordinators. This award is for artwork exhibited versus a service award, with the intent of encouraging involvement in the State Day conference, meeting the WRAA board members and Liese, and recognizing their artwork. Artwork from invited local coordinators would not be eligible for other State Day awards unless they have won a state exhibit award at a local WRAP. Some board members noted that if local coordinators are being recognized, so should board members as they are also volunteering a great deal of time; however, it was noted that a similar award for board members could be created if so desired. Also, some felt that the award to local WRAP coordinators was more of an incentive to attend the State Day conference and promote interaction with WRAA.

## **DRAFT 2017-05-15**

A motion was made by Jean Lang to amend the motion previously passed on April 24<sup>th</sup>, 2017:

**Amended Motion:** Local WRAP coordinators are invited to exhibit at State Day whether or not they have won a local WRAP state exhibit award; however, they are not eligible to win a State Day award unless they have won a state exhibit award at a local WRAP, with the exception of Rebecca Herb's coordinator award. Motion: Bev Larson; Seconded by Jean Lang; motion carried.

### **Award Subcategories**

The board continued discussion from the previous meeting regarding the possible creation of new subcategories for WRAP entrants. One category would be First-Time Exhibitor, defined as first-time entrant to any exhibit (not limited to WRAP exhibits). The initial idea indicated individuals with up to two years of artistic training, but this definition is vague. An additional category of experienced, or signature artist was also suggested.

The intent is for this subcategory to be recognized at the local WRAP level. This categorization will be self-identified on the entry form, allowing local WRAP coordinators to welcome and provide information about WRAA to these individuals and possibly allow more opportunity for critiques. For state exhibit awards at local WRAPs, first-time exhibitors would be considered in the same way as any other exhibiting artist; however, this subcategory would be designated on the artwork label. There was discussion of how to possibly increase the number and/or distribution of critiques by jurors (state exhibit award/honorable mention/no award). Ideas such as a drawing or lottery were discussed. It was felt that critiques are especially useful to the first-time exhibitor.

**Motion:** Create a separate category for First-Time Exhibitors defined as never exhibiting before. Motion: Sally Probasco, Seconded by Bev Larson, motion carried.

This new category would appear on WRAP registration forms as soon as they could be changed. The other possible category of more experienced artists was not discussed in detail at this time. This definition, and how to get a more equitable distribution of critiques, will be further considered by the Awards Committee.

### **Communications and Membership**

A proposal to offer free or reduced price memberships to art instructors and/or individuals was discussed. The Communications and Membership Committee currently has a list of approximately 15 art instructors throughout Wisconsin. The intent would be to educate instructors and their students about WRAA and possible exhibit opportunities. One possibility would be to offer these instructors free or half-price memberships so they would have access to Contour Notes. Another possibility would be Teach One/Reach One, where instructors would distribute half-price membership forms to their classes. There was concern about possible cost versus benefit of such promotions. In the past, offers of free or reduced-price memberships have not been effective in boosting membership. It was felt a limit should be placed on the number of such memberships until the impact of this practice can be determined.

There was some discussion of possibly offering free memberships to members of other art organizations, such as via an award at the Madison Art Guild Salon exhibit or Senior Center exhibits for example. How to do this is not quite clear. Some board members expressed concern about this idea.

**Motion:** Mary Ann Inman made a motion that the Communications and Membership Committee have the authority to distribute up to 20 free memberships as a trial, to be distributed as the committee sees fit and to track the effect. Seconded: Bev Larson; motion carried

### **Fundraising**

The committee will continue working with the UW on drafting a memorandum of understanding (MOU). A fundraising letter will be developed in conjunction with Liese Pfeifer which will go out to the membership and other potential donors. Planned Giving will also be promoted as an option. Bev Larson clarified differences between the Harold C. Berkholtz WRAA Publication Fund, the WRAP Endowment Fund, and the Mary Lou Lindroth Publication Fund (see Addendum provided by Bev Larson for a description of these funds).

## **DRAFT 2017-05-15**

**Motion:** Sally Probasco made a motion to clarify wording in the motion made at the April 24<sup>th</sup> board meeting: Tiny Treasures proceeds will be used to offset WRAP operating expenses. Seconded by Anne Irish, motion carried.

### **Plan B**

The WRAA operational plan indicates a plan is to be developed in the event that the UW-Madison Division of Continuing Studies Wisconsin Regional Arts Program (WRAP) becomes unsustainable. Discussion of this plan (termed Plan B) was deferred until November, as requested by Sherry Ackerman via email. She will be very busy with Tiny Treasures until that point. Liese Pfeifer will be evaluating the success of various methods currently being used to increase revenue and awareness. However, there is currently not sufficient data. More information about how people learn/hear about WRAP/WRAA is important. One idea might be to collect this information on registration/membership forms.

### **Adjournment**

**Motion:** Jean Lang made a motion to adjourn the meeting; Seconded, Bev Larson; motion carried. The meeting was adjourned at 2:45 pm

ADDENDUM

## Wisconsin Regional Artists Association Endowments

### **Harold C. Berkholtz WRAA Publication Fund**

This fund is managed by the Fond du Lac Area Foundation. It was established in 1991 by Harold C. Berkholtz of Fond du Lac. The purpose of the fund was to provide supplemental financial support for the production of WRAA's Contour Notes and other publications. There are some restrictions on how the money is spent. WRAA requests and receives an annual grant that is currently around \$4,700. It has been as high as \$5,800.

### **WRAP Endowment Fund**

The Wisconsin Regional Art Program (WRAP) Endowment fund is managed by the UW Foundation. It was established in 2000 to assist with expenses incurred by, but not covered by the University of Wisconsin. WRAA spent the next 10 years spearheading fund raising efforts with a goal of attaining a balance of \$100,000. By 2010 that goal was exceeded fund raising efforts stopped. No payments were made from the Fund until last year. The Fund is currently at approximately \$167,000.

### **Mary Lou Lindroth Publication Fund**

This fund is managed by the Fond du Lac Area Foundation. It was established in 2010 with an initial donation by Mary Lou Lindroth, matched by WRAA. The purpose of the fund is to provide an annual grant to WRAA to support production of the color catalogue and for other art educational purposes. The original goal was a fund balance of \$100,000. Since 2010 all WRAA fundraising proceeds have gone into this fund. No grants have been requested. The current balance is \$70,000.