2018 ANNUAL REPORT
Board Meeting, April 22, 2019

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Summarized by Lisa Blaylock, President SCVWS, with submissions listed above.
1. Leader Report:
Lisa Blaylock
Santa Clara Valley Watercolor Society continues to be a robust art organization, thriving in the Bay Area. Our 2017/18 president, Sheela Sukumaran stepped down in April 2018.

I began my term in May 2018. Collectively, the Board began updating our membership database, streamlining available information on our website and lines of communication with the invaluable service of Leslie Grimm. In addition, we discussed pursuing new venues or activities for SCVWS. In 2018, our long term editor, Jen Norton resigned as editor of our monthly newsletter. After advertising and promoting the position we were fortunate to have member Tanvi Buch step into our newsletter editor role.

Some other changes by close of 2018, we are still actively looking for a Publicity Chair. Our dedicated Exhibits chair, Karen Druker had announced she would be resigning in 2019 and had actively found her replacement, Mike Granger.

As president, I encouraged members of the Board to seek out individuals that would be potentially available to move into board positions as we may experience leadership changes in the coming years. In addition, in my role I have begun to explore different ways to exhibit and celebrate our member artists, been a problem solver, and encourager to others.

My thanks to the Board members and Committee Chairs for their assistance and encouragement as I have embraced the president role. I could not do my role without their continued assistance and actively working together as a team.

2. Exhibits Report:
Karen Druker
Members were Karen Druker, Chairperson, Mike Granger, Carolyn McClintic, Candy Yu, and Dianne Fujimoto, with ex-officio help from Kaaren Marquez, Pat Lewis, and Leslie Grimm.

March - May 2018 Annual Show and celebration of the 50th Anniversary at Los Gatos Addison /Penzak Jewish Community Center had a record 117 entries, and we hung 106, thanks to the newly created “Geek Squad” which helped people register on-line. The theme” Color” was very popular. We had extra entertainment, and festive decorations, and Jane Hofstetter spoke on the history of the organization.

Our Summer Show was at Cafe LaTartine, in Redwood City had 24 paintings. It was themed” Take Away Art”.

Our fall show was at the Palo Alto Bridge Club, from August 26-November 4. We hung 61 pieces. The theme was Bridge/Bridges.
The 2019 Annual Show also broke records: We hung 89 entries, as opposed to 62 in 2017. Our Theme, ”Wet and Wild” was enthusiastically received. We found 9 new sponsors, and gave out over $5175 in awards, an unprecedented sum. The “Geek Squad” continues to make a huge difference in registration for shows. We held an unprecedented 3 special events, in conjunction with the exhibit, all open to the public: A Power Point presentation by Mike Granger on Traditional/Non-Traditional watercolor, a Wet into Wet Demo by Karen Olsen, and a walk and talk thru the exhibit led by Mike Granger, themed “What Makes a Winner”. We offered the late Terri Hill’s donated books to members and raised $400 for the San Jose State University Art Department.

Exhibits coordinator, Karen Druker will be retiring in May, and able committee member Mike Granger will assume the mantle of Exhibits Chairperson.

We have booked venues for shows through 2021. The JCC is booked for the Annual show through 2022. Sales is an area that could be improved. We will consider looking into putting our exhibit online in an attempt to boost sales. We will continue to seek new and exciting venues.

3. Finance Report:

Jane Paulson

1. Assets:
The Balance Sheet shows cash on hand at December 31, 2018 was $29,372. Total assets, including investments of $162,292 which are held with the Silicon Valley Community Foundation, were $191,663. The society has no liabilities.

2. Profit and Loss Summary:
Total operating receipts for 2018 were $89,088 while operating expenses were $87,045, for an operating gain of $2,043. A net loss of $8,260 on our investments, due to a weak stock market, resulted in overall expenses exceeding revenues by $6,217 in 2018. Revenues included workshop fees of $74,766, member dues of $9,360, and show fees of $3,570. Expenses included $59,899 for workshops, $8,528 for shows, $5,822 for the newsletter and website, and $987 for the holiday party.

3. Donations:
Donations made in 2018 included $1,000 to San Jose State University, for a student scholarship, and $1,000 to the Santa Clara High School art program. Similar donations have already been made for 2019 with an increase in the student scholarship to $1,500.

4. Other:
The necessary financial information for preparation of our 2018 tax return was sent to our CPA firm and the form 990EZ will be posted on the website when it is finalized. Tax forms for our contractors for 2018 were sent out in January.

4. Hospitality Report:

Yvonne Head
Members Luncheon
This year’s Holiday Member’s Luncheon was again held at the Peace Lutheran Church in Saratoga on January 13 from 10:00 till 2:00. We chose as a theme “the Wizard of Oz”. Large cardboard images of the Emerald city and the 4 principle people were donated to us, and we added bright rainbows and clouds, and hanging monkeys. The centerpieces were covered boxes with handmade paper poppies and a set of sparkling red shoes. For the card exchange this year we tried a new idea. Every one painted the same subject, which was one of a selection of beautiful sea shells that were provided. There were some lovely paintings! The set up was the work of Brad Santos and Yvette Head. The raffle was put together by Kathy Zander and included a wide variety of items. It netted over $800. Others who helped with the decorations and many other tasks included Pat Lewis and Betty Ward.

Annual Member’s Show
The Reception for the Member’s Show took place on March 25 at the JCC in Los Gatos. It was a catered luncheon and we served small bites, salads and desserts. Included was Coffee, Wine and Italian Sodas. We used Whole Foods again for the caterer’s, but had some problems with timeliness and will consider using someone else next year. The theme was COLOR and for decorations we used bright colored poster board along the black tablecloths, multi-colored plates and napkins, bright flowers and some balloons. Many members volunteered to help serve.

Of special note Pat Smith really went above and beyond.

5. Membership Report:

Karen Smith
There were 330 members at the end of 2018. There were 76 new members. Many new members become members only to participate in a workshop and/or one of our shows and do not renew.

I still have about 90 directories which were produced in 2018. I continue to use them, when sending a handwritten welcome note to new members. I also include the current workshop brochure.

6. Scholarships Report:

Nancy Troup
The scholarship winner for 2018 was Kay Mergens. She is going for her MFA in Pictorial Arts at San Jose State. She is very grateful to have received the scholarship and thanked the membership in person at the Annual Art Show. She also won an award for her entry in the show.

Professor Gale Antolal of the SJSU Art Department, our contact professor, continues to be very appreciative of the society’s support. The SCVWS web site outreach page has been updated throughout the year.

The board voted to raise the stipend for the San Jose State Art Department Scholarship from $1000 per year to $1500.

At our Annual Party in January, we did our usual raffle and raised about $1000 that we contributed to art education in the Santa Clara Unified School District (the Village fund).
7. Thursday Paint Sites Report:

*Marilyn Perry*

Paint Sites were planned for 50 Thursdays with no paint site scheduled on Thanksgiving or close to Christmas. Paint sites were held on 44 of these Thursdays, with 5 paint sites cancelled due to rain and one paint site cancelled due to heavy smoke from wildfires. We changed the location of two paint sites just days before the event due to forecast of rain.

- We averaged approximately 17 artists per paint site.
- We held three “Hike & Sketches”: Coyote Hills Regional Park, Coyote Valley OSP, and Uvas Canyon SP.
- A dessert potluck was held following the paint site at Pigeon Point Lighthouse in lieu of Santa Cruz paint out.
- Thursday Paint site Chair Brad Santos resigned as paint site co-coordinator. Marilyn Perry and Jane Saltman remain as co-coordinators.
- We celebrated Brad Santos’s contribution to SCVWS and paintsites with a special “Brad Appreciation Day” paintsite on Nov 8, 2018 at Sunnyvale Baylands Park

Acknowledgements

We would like to recognize the following SCVWS members who provided special assistance and to express our gratitude:

- Shao Wei Liu taught a lesson on painting trees in watercolor at Mtn View Library.
- Karen Druker hosted potluck lunch at her home following a paintsite at downtown Los Altos.
- Lois Stevens arranged and coordinated a paintsite at Maison du Lac.

8. Website Report:

*Leslie Grimm*

The website continues to function well with Workshops and Paintsites maintaining their parts of the site and registrations for workshops, exhibits, and holiday party going smoothly online. Most website tasks were routine -- updated home page with current activities, posted current newsletter each month, posted minutes and reports from board meetings, and created the page for the holiday party.

We had one minor upgrade -- to include Paintsites Details page link in the paintsites email template and the navigation bar.

Other projects included:

- Removed invalid links to member’s artist pages from gallery section.
- Updated job descriptions (short version)
- Scanned and posted about 150 past newsletters to website. (major, tedious job!)
- Fixed problems in calendar
- Posted scholarship winner
- Supported exhibits committee with registration, announcements, emails, etc.
8. Workshops Report:

Susan Jochheim

We contracted 9 workshops for 2018 and held all 9 workshops. 2018 Workshop revenues should be in the black overall, with a small loss on the Carol Carter workshop. Overall outlook for the 2019 Workshop year is positive.

We held a special Daniel Smith watercolors free event on February 25th and it was a big hit. The turnout was much larger than expected and Scott Stevenson, the representative for Daniel Smith, would like to schedule another one in the future.

For the second year in a row, we held a special demonstration for Mike Bailey’s workshop to promote attendance and had a giveaway of 5 sheets of watercolor paper to people who signed up at the demo. The watercolor paper was donated. We will not hold the BTO workshop in 2020.

2019 Workshop brochures were mailed to all members in July 2018. Enrollment for 2019 workshops was opened for the fourth year in a row as of August 1st to encourage January & February signups.

Only one committee meeting was held to discuss workshop items and to mail the brochures.

Instructor contracts for 2019 have all been issued, signed and returned to me for a total of nine workshops.

2018 Committee members are Susan Lawrence, Sandy Link, Lois Stevens, Irene Taylor, Vicki Wilson, Debbie Ten Brugencatte, Karen Druker, Candy Yu & Jeanne Campos de Rousseau, who is also our society’s registrar.

Setup Team members include, Broncha Berger, Tom Ewing, Sayeko & Yoshi Nakamura & Michael Rogan.