Minutes of the Combined Board and General Meeting
March 28, 2015
Fall Creek Falls State Park

The Meeting was called to order by the President, Barbara Jernigan at 11 a.m.
Meeting Agenda:

- **Treasury**

  Linda Campbell reported that the treasury cash balance stands at $16,289.
  The net worth including computer equipment is $18,808.
  Cash flow for the year to date, beginning October 1, is receipts of $7806 with expenses of $19635, which includes the website redesign of $17150.

- **2016 Exhibition report and Approval of Budget**

Lee Edge reported on the plans for the 2016 Exhibition which includes a

- Friday night event at the art market with an estimated cost of $900; breakfast at Jerry's Artarama which will be sponsored by the organization but will be a light continental type breakfast, parking will be down the street in a lot adjacent to a lunch location.

- L'Orangerie which has agreed to give us a private room for lunch as long as we have 25 or more reservations with attendees paying individually.

- John Salminen will demo at 3 p.m. for approximately 2 hours at the Crown Plaza Hotel in a room provided at no charge next to the awards dinner room. A sponsor is being sought for the demo, and/or potentially a grant.

- The awards banquet will follow at a cost of approximately $35 per person with three menu choices including a chicken, fish and vegetarian entrée. The silent auction will be held at dinner and the scholarship and awards will be presented.

- TNWS has to guarantee $1400 in food cost for this event, which is approximately 43 attendees, and has made a $700 deposit toward the event. All other meeting rooms are provided without charge as a part of this guarantee. Prior to this quotations for room costs at this and other hotels had been in a range of $300-$1300 per day, so this was a significant improvement.

- At breakfast, the board and general meeting with the new officers will be held on Sunday morning in a private glassed off area in the restaurant. Members attending will be able to order off the menu or choose the buffet and will pay individually.

- A block of 5 rooms has been held for the workshop and weekend events. This is significantly less than expected to be needed but the

- Crown Plaza requires an 80% guarantee on rooms blocked with no drop off date. However if members reserve early enough they will

continue to honor the $140 (per night including taxes of $20) rate as long as the occupancy rate allows. Early reservations are a must.

Exhibition Workshop

Lee handed out a sheet of projected expenses for the workshop which total $$6920, not including transportation to and from Knoxville. Mrs. Salminen has indicated that the total cost will be shared with another venue that is previous or following ours. The total number of paying participants will be 19, so this workshop will be more expensive than
the usual given the cost. However interest is already high and filling the workshop is not anticipated to be difficult. This will be his abstract workshop, and the demo on Saturday will be a representational work.

Discussion of the details followed with members' questions and comments.
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- **Online Show**

  Barbara Jernigan announced that the juror Jean Grastorf had just communicated the pieces juried into the show and the three award winners and those would be announced in ArtBeat and posted on the web by mid April.

- **Need for officers in 2016**

  Barbara announced that she will request that each region hold a meeting of members to discuss the need for officers and chairpersons, and the consequences of not having any volunteers with further discussion of this topic to be held following lunch.

- **Juror for 2018**

  Suggestions for the juror and workshop leader in 2018 were taken from the floor. Leslie Dulin proposed that it be a realism workshop and the following artists were proposed and voted on with each member voting for three.
  Lian Quan Zhen received 8 votes
  Paul Jackson, Soon Y Warren , and Linda Kemp received 5
  Joyce Faulkner and Linda Baker Joyce Faulkner, Linda Baker received 2.

  Barbara will contact Lian first and then move down the list to alternates.

- **Exhibition locale 2018 ....**

  Chattanooga is scheduled but a decision about a possible venue and an exhibition team must be made or it may move to Memphis until Chattanooga can organize a team and venue.

- **Update on website.**

  The website has received a gold award from AVA. We will try to get some technical grants from TAC to offset future costs, to be discussed by Lil.

A majority of members need to register for the members section which will have the web version of medium, these minutes and applications for shows that are open only to members. Barbara suggested that instead of all 250+ members emailing her for directions, the regional contacts should be sure they can assist members with the process, which is very simple …go to a link and put in the provided password. There are only about 10 members who do not have internet ability, the rest need to resgister.

- **Chairperson reports**

Membership

Noriko Register reported that there were over 250 members on the list but there were a small number who had not paid for 2013. It was decided that those members having received now three notices would be dropped without notice. Members owing for 2014 and 2015 would remain active until the next dues notice. After dropping the delinquent members we will have approximately 229.

Grants and Arts Advocacy

Lil Clinard reported on Advocacy that the announcements are very short of time for publication when votes are needed for art related activities in the legislature. Barbara suggested the regional contact be notified to send out emails ASAP to avoid delays.

On the subject of grants, Lil gave a very clear picture of the two types of grants available. The biggest grant, max $10000, which is the type we have applied for in the past, requiring an involved grant submission could be applied for the exhibition as a whole, since there is a great deal of matching money spent already, and then could be used for any purpose.

The technical grants have revolved beginning dates and must be applied for 90 days before the project begins. The possibility of applying for one to develop the workshop registration on the web was discussed and Lil will look at applying for that.

2015 Workshop

Leslie Dulin announced that Fred Rawlinson will conduct the August 2015 workshop in Cookeville for four days August 12-15 at the Cumberland Art Center. What was the Baymont is now a newly renovated Country Inn and Suites, 1151 S. Jefferson Ave., Cookeville TN : $89 /night.
Fred will demonstrate some of his painting techniques but will largely focus on helping the participants develop their own style emphasizing design and composition. He is requesting that they bring examples from their body of work for extensive one on one critiquing.

There was much discussion from Tuva Stephens and Pat Patrick about the benefits of working with Fred and the number of his students who go on to acceptance in competitions as a result of his influence.

Scholarship
Tuva will contact the regional Tennessee Art Teachers organization representative in the Knoxville area in the next few months to start the process for the award to a student**.** The previous student award winner, Lesley Colin, has received a $60000 scholarship to study at Memphis College of Art, and credits TnWS with giving her the confidence to apply after receiving our small award last year.

- Regional Contacts

1 No news

2 Wendy Latimer could not attend but sent the following:

Travel Schedule: While I have set up the **order of travel,** according to the availability of the venues, there are detail dates/arrangements that will need to be worked out by the 2016 chairperson.
Traveling Venue Contract Form: In order to **work out all details, with each of the 6 venues**, I had planned to present the attached contract form for approval / edit. The new chairperson will need to work with each venue to complete our contract and...theirs if they have one. Some venues will want to talk about insurance on their end and will need value for a rider on their insurance. That value can only be accurately totaled at time of choosing the traveling paintings.

Grants: If in the course of **discussion about grants**, there is a discussion re: the Exhibition **videos** of the past, I want to go on record as saying that they were a very worthy educational effort and recognized as such by the TAC. TAC wouldn't have awarded us the thousands of dollars with 3 grants had they not. I, and other regions, used them in our regions as outreach to other organizations and High School Art Programs. They were worth the hard work. But now, with traveling exhibit going to 6 venues, we need to focus on expenses for that large outreach program. Several years ago, we discussed a You Tube video for our website instead....

Critiques: I still believe that even a short critiques, by the Juror, regarding a few of the paintings is our greatest educational tool we can offer members and the public...now through our website.

Traveling Painting Protective Envelopes: The traveling exhibit had been abandoned back in the 1990's. It was too cumbersome. With our new protective painting Space Suits/ travel envelopes; travel is much easier by car/van with the number of **paintings being 30**. We also need to purchase another large and/or small. Can this wait until we know what is traveling? I suggest the chairperson contact the Envelope company and ask for the order / delivery time incase we can wait to see what we actually need in addition to our current inventory. Our Envelopes are now in Knoxville.

Region II News: We have 3 non-juried exhibits scheduled starting this summer through the end of the year. One is a theme show for 3 months which is a new approach for us.

Website: I would like to see our members that instruct, be listed with general information and contact information listed under each venue. I had compiled our information last year. Also, can we list our regions' exhibit schedules under our regions?

3. A spring paint out will be held

4. Exhibition news previously announced

5. Newell Hendershot will be in August 2015 at Sycamore Shoals historic area.

TnWs members are encouraged to enter. Applications will be available in the members area

on the website or by email from Barbara Jernigan or Patsy Reading.

- Other old and new business

Tuva encouraged people to explore and enter Southern Watercolor Society shows which will be in Tennessee again next year at Columbia State, Pryor Gallery, with John Wilkison as chairman.

Tuva is the 2015 chairperson and showed the invitation with Bill Baileys accepted painting on the front. TnWS members accepted into the show were named and the percentage compared to total was impressive when compared to the number of Florida paintings accepted, given that Florida has the largest watercolor society in the United States.

- **Leadership Crisis and the Future of TnWS**

Memo from Barbara Jernigan attached with thoughts for the future. This had been distributed at the beginning of the meeting and a discussion of the topics ensued. There was concern expressed and support for the possibility of a more encompassing name change. Also a number of those present agreed that we need an executive director, but would have to expand our membership and increase dues to afford one. Lil said that a grant to pay the executive director was possible from TAC.

Various suggestions including the exhibition events, publications, more hands-on art, like the plein aire at Edgar Evins, at meetings, business done electronically with one meeting per year were discussed. The pros and cons of expanding the membership to contiguous states was discussed and some of the benefits besides more possible members and dues, included the fact that we would have more attendance at events and receive bigger benefits from venues as a result, as well as having more possible venue open to us as a “regional” organization.

This is a long term discussion involving changes in our current operations and our image to the public. Most agree we project a very traditional image of water color (decribed by one as “little old ladies who paint”) that deters attracting the younger members needed for survival.

Those attending were encouraged to offer their thoughts on an attached sheet or email them later. The membership will be asked to comment at some point in the future.

Following this discussion the meeting was adjourned at approximately 3:30.