**California Society of Printmakers**

Board of Directors meeting Feb. 13, 2019

Video conference call via Bluejeans.

7:00 p.m.-9:00 p.m.

**Present:** President Dan Harrison, Membership Rozanne Hermelyn DiSilvestro, Social Media Karen Gallagher Iverson, Residency Zach Clark, Acting Secretary Maryly Snow, CSP Historian Maryly Snow, CSP new artist member Meghan Pohlod

**Absent:** Special Events Ashley Rodriguez, Treasurer Nanette Wylde, Publications Bob Rocco, Exhibitions Chair Joanna Kidd, Portfolio Review Carrie Ann Plank, At Large Peter Baczek, At Large & Strategic Planning Guide Ginger Tolonen

**AGENDA**

Dan Called the meeting to order after 7 pm, as we waited for more board members to access our BlueJeans Video meeting. There were 4 visible board members (Harrison, DiSilvestro, Iverson, Snow) one voice-only board member (Clark), and one voice-only visitor Pohlod.

1. **OLD BUSINESS**
   1. Review last meeting (15 min.) No minutes were taken.
2. **NEW BUSINESS**
   1. **2019 Budget** (30 min.) Much of the following discussion focused on expenses, because we are spending more than we take in. We have a nice reserve from the days of fundraising for and sales of the centennial book, but we don't want to deplete that reserve. We did not discuss the details of the proposed 2019 budget, primarily because Treasurer Nanette was not available.
   2. **Annual Meeting** (30 min.) Not discussed.
   3. **Officer reports** (5-10 min. ea.)
      1. **Exhibitions** (Joanna). Joanna was not present but Dan asked whether we are having too many exhibitions? Is five too many? Would the members annual and two juried shows be sufficient? Rozanne says it’s one of our main perks. Exhibits are a great draw. Maryly agrees with Rozanne and feels that one non-juried show per year would not be sufficient. Karen replied that she summarized our events for Facebook and Instagram and list was long. Was the expensive NUMU exhibit of value? Depends on who you ask. Our exhibition venue prices vary widely from place to place, from $100 to $1,300. Should we charge a nominal fee to apply for the non-annual show? Yes, of course, and we have. We could charge anywhere from $5 to $10. It could be called an administrative fee. We could charge more for juried shows.

**Residency exhibition**. See #7 below.

* + 1. **Membership**  (Rozanne). Karen (I believe) raised the question of the cost of Simplelists, the system we use for email. We selected it to replace Yahoo. The cost of Simplelists is based on volume, not of individual emails, but of total megabytes used. Since we are visual artists, we expect a high megabyte usage. We have budgeted $192 per year for Simplelists. Have we exceeded that amount? Maryly (a former CSP treasurer) suggests that $192, even $250, is not worth worrying about until such time as we learn of a free service that accepts lots of images. Rozanne manages Simplelists, which she says is easy, a huge benefit over the free Yahoo Groups. Once again, the question of how new applicants learn about CSP was raised. We would like to have Submittable include a brief survey for new applicants, e.g. How did you learn about CSP from: an artist friend, an advertisement, an exhibition, the journal, a class, a teacher.
    2. **Portfolio Review** (Carrie Ann) Not present
    3. **Special Events** (Ashley) Not present
    4. **Social Media** (Karen). Karen reports that she inputs information and images to the CSP Facebook and Instagram accounts, often using a scheduler application named Later. She posts whatever people send her: events, shows, Codex, studios. She is planning an upcoming series on printers and their presses. She can also post video. Last month CSP members on Instagram were seen by 7,687 unique set of eyes on 13,000 instances. Fifteen new people started watching us. Karen can create links to websites from the images. New members will be posted one at a time through April. This led to the discovery during the meeting that since Karen is getting images and websites from the new members’ Submittable applications that Rozanne does not need to ask new members for their preferred image and website, a redundancy which might explain the poor response rate to her new member letters: Roxanne can use what Karen uses. Since Karen is selecting one image from an artist’s submission of ten images, some artists might prefer a different lead image for our website. Maryly thinks Roxanne should use whatever Karen selects for our website.
    5. **Publications** (Bob) Not present. Dan asks whether $4,000 is an appropriate for our journal? Wonders how many copies are sitting in storage? Maryly said she will visit the storage locker for a brief summary. More importantly, he asked: why are we making PDFs of the current journals available for free? We pay $2,900 for printing, and $1,100 mailing. Question for Bob and Annie: how many copies of the journal does CSP print? [Bob answers post-meeting via email: print run averages about 400 copies. Bob annually asks Rozanne for a total count of members, adds 3 copies per journal author, plus a few extras] Background on free PDFs: 1995-2009 back issues of the journal are available for free as PDFs. We could charge a nominal amount for each one if we so desire. We have no information on how often, if ever, these are downloaded. More recent issues are available from the MagCloud (our printer and mailer) at $15 an issue. [After the meeting: The MagCloud website shows $15 for the print copy, digital copy is free with purchase of the print copy. However, I was able to read a copy for free. Robert and Annie should fix this!]
    6. **Residencies** (Zach). Lowest application numbers this year, and every year it has gotten lower and lower. Why? For one, we only had 2 master printer residencies, and the new master printer Tiny Splendor isn’t typical of print media. Wojack permits only a narrow 2 week window. Zach wonders whether rejected people don’t apply again. Maryly said yes. She also mentioned that when CSP held its commissioned print competition, the numbers also declined. Half of the applicants were our newer members. She asked what about Paulson Fontaine as a master printer? Zach wondered, in response, Is the purpose of the residency to work with a master printer, to get a new experience, or to create a body of work? Does it matter? Long discussion of whether members are looking for new media, new experience, or make a body of work, with no resolution. Encourage everyone to apply! It’s not for the best or most esteemed printmakers. Members need to know that the master printer might choose someone with little experience. We gave master printers each a stipend of $2000. Macy is expecting $1500. Thomas wants $2000. Good argument put forward that each master printer doesn’t need to be paid the same amount. How do we ask them their fees? One idea suggested would be to make a grant to the artists rather than to the master printers. Do we get a quote rather than telling them what we offer? Additionally, we need to help the master printers do marketing. Rozanne has excellent ideas of how to market the master printers, from putting their logos on our directory, our programs, our newsletter, our social media. This could help reduce our fees: the more we promote the master printers, the lower our stipend, at least in theory. Should the residency exhibit come out of the exhibitions or the residency budget? That question was not answered. Will Thomas do the screen printing residency for $1500? We need to do a survey on residency as part of strategic planning.
    7. **Treasurer** (Nanette) Not present
    8. **Historian** (Maryly). There is a possibility that we could archive prints at the Bancroft. How to structure? We could permit board members to submit a print each year, a nice inducement for participation. We can also ask each residency artist for a print. Zach has several residency prints. Maryly asked him to meet her at the storage locker, to transfer them to the CSP storage.
  1. **Paypal** account switch (5-10 min.). See E. Website below.
  2. **Website** **Change** (5-10 min.). Karen had said that there would be nothing to report until Nanette retired and finished Codex. Nonetheless, Nanette discovered that we can pay membership dues through our Website at a higher rate of return than through PayPal, which somehow (but how?) explains B. above.
  3. **Upcoming meetings**:
     1. **Strategic Plan meeting** date is still to be determined, but it will be an in-person meeting, and will be held at the Peninsula Museum of Art, where Rozanne also has her studio. The plan for that day is to visit the museum and meet in Rozanne’s studio.
     2. **CSP monthly BlueJeans video board meeting** will be Wednesday March 13 at 7 pm. **(Acting Secretary Maryly will be out of the country: who will take minutes?)**

Respectfully Submitted,

Maryly Snow

CSP Historian, Acting Secretary