

WASH Membership Focus Group Report (from interactive session on April 10, 2017)

Just prior to the break, the members participating were divided randomly into groups facilitated by WASH Board members. The attendees ranged from the founder of WASH to several new members and a few guests. Many learned about WASH from word of mouth and the SFAC website.

What brought you to join WASH

The majority of the group come because of the demonstrations and the camaraderie of like-minded people. They also appreciated the opportunity to share ideas with and gain insight from others. The shows offer a venue for members to showcase their work and be inspired by the works of other artists. Also mentioned was the effort to provide activities for the members outside meetings including the Newsletter, New Member Coffees, classes, and 2nd Saturdays which honored those who submitted entries as well as those who won awards.

What one thing would you change in the organization

The majority of the members didn't want to make much change. They like the way the meeting portion is streamlined to allow quality time for the demonstration. They liked using Gallery 3 for the Painting of the Month. In order to attract younger members, a few members wanted more consistency in the meeting times and preferred evenings. Some preferred the afternoons. Others liked alternating between day and evening.

Other suggestions included a phoned meeting reminder, more one-day workshops, and less expensive workshops. Also some found the online entry frustrating.

What activities are you likely to volunteer for

The members present have been very loyal in volunteering. All of the members expressed a desire to help the organization in a variety of capacities including docent, newsletter, decorating at events, receiving and show related needs.

The Board has compiled a complete list of those who volunteered for a specific task.

Any other recommendations (i.e., ideas for demos, workshops, judges, etc.)

- Keep doing the demos.
- Provide a workshop and/or demo on framing and matting
- Use less slippery paper for the bookmarks
- Partner a new member with a longer-term member.
- More 1 day workshops that are less expensive.
- More workshops possibly using members as teachers.
- Bus trips to see shows.
- Plein Air Paint Outs
- Demonstration that includes ink
- Workshop or demo of painting watercolor on glass
- Provide Artist Name Tags at receptions

Presenters Recommended:

- Yuko Carson (her cats)
- Keiko Tanabi (from San Diego)
- Misuk Goltz (from Vacaville)
- Sterling Edwards
- Les Munson
- Phyllis Eymann
- Teresa Steinbach-Garcia
- Linda Clark-Johnson (for framing and matting demonstration)