

Mother Lode Art Association Board Meeting

Monday, April 18, 2022

The MLAA Board meeting was called together by John Sharum at 11:22 am at Tuolumne County Library Meeting Room at 480 Greenley Road in Sonora.

Board Members Present: John Sharum, Linda Happel, Bob Feigen, Lorna Hunt, Rana Ford, Catherine Stanton and Jean Dakota.

Treasurer's Report: Lorna Reported on the Art Show Financials:

Preliminary Balances for Art Show 2022**

Income:	\$8,003.07
<u>Expenses:</u>	<u>\$4,506.84</u>
Preliminary Net Total	\$3,496.23

Not sure if all expenses have been submitted as of this writing. An additional Business donation of \$700 is not shown on current balance. The overall financial summary of the art show is that the Silent Auction, raffle baskets and sale of artist's work **did very well (made money).

Approval of Meeting Minutes: Linda moved and Bob seconded a motion to approve the February 21 Board meeting minutes. The motion carried.

Membership Status: Lorna Reported: MLAA has 120 paid active members including 4 lifetime members. We were very appreciative of the 20 or so that volunteered throughout the show

67th Art Show Review: Members reported:

1. There are 189 total adult entries (197 paid with 8 no shows, includes 22 three dimensional entries). The student entry breakdown was 45 students, including 2 highs schools, Jamestown Ranch and one from Columbia Elementary. There were 28 entries from WATCH resource. The high school students had another art show going on at the same time as the MLAA show.
2. Prize money for adult awards totaled \$1,725.00. The student entries were judged and they were awarded ribbons.
3. There was a recommendation for next year that we reconsider showing student art. The book keeping was complicated and in general was an extra amount of work on top of the efforts to put together and run the art show. Kelli O'Brien, Sonora Elementary art teacher told one of our members that Student Prospectus didn't fit their needs. She has offered to

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help with revisions. There was some discussion that the general public visiting the show did in fact enjoy/ appreciate the student work. The Sonora Area Foundation commented that they were happy to see the student work (and they may pick up some costs in the future). Linda strongly suggested that there be no sales of student art in the future. The book keeping/ handling money for student sales and monitoring who removed sold art was an added effort/ headache to be avoided next year.

4. There were a total of eight panels that were not used.
5. John spoke to Monique at the Visitor's Bureau on scheduling and advanced planning for 2023, and the overall feeling in the group was it was a good idea to integrate the show with Art Week. So the future MLAA shows would take place in April and not October.
6. Receptions on Friday night have worked well in the past, and it was suggest that we keep the Friday night reception. There was some disappointment that attendance was down for the show and music on Saturday. It was noted that there were numerous other events going on at the same time as the MLAA art show. The Waldorf School, the Canine Group at the Casino, and the Fairgrounds all had community events occurring at the same time as the Art Show. It was suggested that the announcement of winners on Friday night could have been done earlier in the evening or afternoon.
7. On the subject of attracting more people in the future, it was suggested that the Armory next door or Sierra Title Company be contacted for permission to use their parking lot for a food truck. It was also mentioned that alcohol would attract more folks and suggested that MLAA apply for a one time liquor license for the show.
8. Two Board members suggested to recognize the art show volunteers (including the Plein Air painters) in the general meeting and Board meeting (and on the website).
9. Although MLAA did receive some support from the Union Democrat with articles in the WeekEnder, the newspaper article on Thursday morning was **TOO LATE**. Several folks (Jean stated that she personally witnessed 3 separate families/ groups) verbally voice their disappointment and annoyance that the show was breaking down on Thursday. By Thursday noon, some 25 – 35 per cent of the adult entries had been removed. In the future we should discourage any newspaper article that would be printed on the last day of the show.

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10. Bob had received some criticism when hanging a poster at Sierra Hills that the posters did not show that MLAA is a 501-C-3 non-profit. The Visit Tuolumne website, Calaveras County, radio and WeekEnder did not show the non-profit designation. Nothing in the poster announced that student art and WATCH and Jamestown Ranch art would be exhibited. In the future we will correct this.
11. The Visitor's Bureau has been helpful (in addition to donating money to the show). Bob received a \$100 donation from Safeway. Bob suggested that we solicit business/ corporations again next year.
12. There was a question regarding if the County Board of Supervisors would be of use in the future. Perhaps MLAA could get them to be more involved.
13. Bob suggested a theme for the 2023 show, perhaps a Plein Air theme.
14. As areas for improvement for next year's show, the following was suggested:
 - a) contact the schools and more schools in advance of the show next year;
 - b) get the high school students involved with the show (shadow the Judges, help with the show);
 - c) offer field trips for students to attend the art show (may require a Board meeting with teachers).
15. For tax purposes, there has been a lapse in filing for non-profit status with the Feds. MLAA needs to re-file (with fee) with the DOJ. MLAA has received a letter from the CA DOJ saying that we did not file paperwork for the raffle. They consider the raffle as gambling. MLAA will have to apply for a permit/ registration with the DOJ (per event basis??) for a charitable organization.
16. MLAA Board members need to write thank you notes to those companies/ organizations that donated money, wine and time.
17. Issue – on Prospectus, we do not need it to be tri-fold. It was suggested to improve the document and make the document easier to read.

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18. Regarding donations need a focus group in future to contact and engage with the donors.
19. Issue – Art intake went well, was organized, art out-take was confusing. Needs improvement.
20. Regarding the art judging, MLAA selects new judges every year.
21. Hanging the art can be improved, need to purchase a cable hanging system similar to the system we borrowed from TCA. Lorna will get pricing.
22. It was suggested to put other activities on the stage during the course of the show (in addition to the music). A separate art show meeting could cover the possibilities for show improvement.
23. Jerry Hunt, is working to get our Federal non-profit status back.

Women's Veteran's Memorial Project in Twain Harte:

- John is meeting with the coordinators on the Memorial Project to be constructed in Twain Harte. So far there are three artists who have expressed interest.

May Speaker: John reported: We do not yet have a speaker for the May meeting.

Jean moved and Catherine seconded a motion to adjourn the meeting. The motion carried and the meeting concluded at 1:00 pm.

Respectfully Submitted,

Jean Dakota,
Secretary, Mother Lode Art Association