

Mother Lode Art Association Board Meeting

Monday, February 21, 2022

The meeting was called together by John Sharum at 11:30 am at Oak Hill Presbyterian Church, at 14892 Peaceful Valley Road in Sonora.

Board Members Present: John Sharum, Beth DeLuca, Linda Happel, Maureen Carden, Bob Feigen, Susan Kendall, Lorna Hunt, Rana Ford and Jean Dakota.

Picture Frame Sale:

Jean Dakota donated a number of picture frames and mats for sale during this meeting. (After the meeting, the unofficial count of money donations for the frames was \$108.50.)

April Art Show at the Opera House: Members reported:

1. To date there are 18 entries by 6 artists. In addition, at least 6 Board Members will hang work for the show
2. Art show announcements have gone out to the website, My Motherlode, and the local Radio.
3. Laurie Lehmann gave Linda her list of 30 **contacts for publicity**.
4. Renette Hayes sent the Prospectus for various art Organizations and artists who have entered the show in the past.
5. The show has room to exhibit at minimum 100 works of Art (which means approximately 40 artists will be needed to apply and hang work).
6. John will look up the contact for the schools in Groveland.
7. Susan G. from Sonora High School will prepare students to enter the student show.
8. Linda stated that Sara Castle from Somerville High School will prepare students there.
9. The Photo Club will have a couple of sections for photos.
10. There was a discussion of the food for the reception and this is an ongoing topic.
11. MLAA has an anonymous donation for the wine. Bob has lined up the Wine servers.
12. Linda will give Louisa a call about themed baskets; looking for seeds and items for a garden basket. The Raffle drawing and final bids for the silent auction will be on Sunday.
13. Monique Holcomb will come by at 1:00 today to discuss the Visitor's Bureau.
14. From 5:00 to 8:00 pm on Saturday, the Blue Oak Band will perform for free. Bob says to expect about 100+ people who usually come to see the band. Bob will advertise the music portion 3 – 4 weeks prior.
15. As part of the art show promotion, John will give questions and answers to the radio

Mother Lode Art Association Board Meeting

Monday, February 21, 2022

station.

16. Linda will submit a reminder (article) of the March 18 deadline for entries/ submissions.
17. We will have 2 judges: Diana Boyd and Jeannie Vodden. Need to have the biographies of the judges on the reception desk at the show. Maureen will put the bio's on the MLAA website. The entry fees will cover the cash awards for winners. Linda has the ribbons for the awards.
18. Susan has a poster for the Plein air painting outings. At the show and during the show, Susan and Rana will perform Plein air demonstrations.

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

- The Aloft Gallery will have copies of the design criteria for the memorial available (February 28 – April 30). All final submissions will go back to the Gallery.
- Women's Vets and the Chamber of Commerce will be involved in the memorial.
- Maureen will put the design criteria on the MLAA website when the electronic copies become available.

Treasurer's Report: John Reported

- MLAA will NOT change from Umpqua Bank and open a new account with Bank of Stockton. Jean, John and Lorna have all signed new verification forms/ cards at Umpqua. MLAA is now set with the bank to have Lorna Hunt take over as Treasurer.
- ***From the January meeting:*** *MLAA spent \$1400 to support schools and paid for the Opera House rental in 2021 for the October Art Show. The rental fee will carry over in 2022 to cover the April Art Show costs.*

Approximate Balance as of End of January 2022

Checking Acct:	\$6,300
Savings Acct:	\$3,200 (before 2022 membership renewals)

Membership Status: John Reported: MLAA has 66 members as of the end of January including 3 lifetime members.

Approval of Meeting Minutes: John moved and Jean seconded a motion to approve the January 17 Board meeting minutes. The motion carried.

Mother Lode Art Association Board Meeting

Monday, February 21, 2022

General Meetings for 2021/2022: The Board Members reported:

- Feb 21 Program – Heinie Hartwig will present on how to abstract a painting
- March Program – Carolyn MacPherson will present on “Mingling Colors” in watercolor painting.
- April program needs a presenter. Barbara Conley will help Linda find presenters.

Plein Air Process: Maureen and Susan reported:

Susan will send out a list of locations and times for painting. The group will meet this Thursday, at the Jamestown gazebo.

Newsletter/Website: Maureen reported: the MLAA website has been updated (refreshed).

Publicity: Bob reported:

1. Publicity through the Visitors Bureau requires a \$75.00 annual fee which MLAA has paid. Bob is working with Monique at the Visitor’s bureau. The Visitors Bureau link to the MLAA Website is now active. Bob asked for help and Maureen offered to assist him.
2. Bob is working with My Motherlode, the Weekender and KBML Radio for publicity on MLAA events.

On-going shows:

1. The County Library “**Something Red**” show will come down on March 18.
2. The photo exhibit will be May 3rd to August 1st at the Library.
3. TCA has a show in between March 18 and May 4.
4. Fall Colors will be exhibited August 2 – October 3 at the Library.
5. Winter Blues will run from November 1 to January 2 at the Library.
6. April 2 will see a change of work at the Aloft Gallery.

Linda moved and Jean seconded to adjourn the meeting. The motion carried and the meeting concluded at 1:55 pm.

Respectfully Submitted,

Jean Dakota,
Secretary,
Mother Lode Art Association