

Mother Lode Art Association Board Meeting

Monday, April 17, 2023

The MLAA Board meeting was called together by John Sharum at 11:00 am at Tuolumne County Library Meeting Room at 480 Greenley Road in Sonora.

Board Members Present: Monika Stattner, Linda Happel, Jean Dakota, and John Sharum.
Others present: Renetta Hayes, Claire Chateauneuf, Mel Martin and Laurie Livingston.

Approval of Meeting Minutes: It was moved and seconded to approve the March 20 Board meeting minutes. The motion carried.

Treasurers Report: John reported: **2023 Art Show Income To Date**

Art Sales:	\$10,348.92	
Art Sales Commission:	\$705	(Last year = \$661)
Silent Auction:	\$1,515	(Last year = \$1,106)
Raffle:	\$1,281	(Last year = \$1,678,)
(2023 Raffle was one week longer than 2022)		
Wine Sales:	\$419	
Donations:	\$130	
Total:	\$4,050	
<u>Entry Fee over Awards:</u>	\$755	
Total:	\$4,805	w/o add'l wine donations
Cash Donations:	\$3,405	(incl Adventist Health)
<u>Sponsor Donations:</u>	\$2,915	
Total Income:	\$8,250	

There were 195 Entries w/o Photo Club; there was a \$150 donation from Photo Club.

68th annual MLAA Fine Art Show and Exhibition: Various speakers:

- A. MLAA Monika motioned, and Jean seconded a motion to accept the resignation of treasurer Kate Crist. The motion passed unanimously. A Special Resolution was discussed to remove the past Treasurer's name and add the current Secretary to the Umpqua Bank checking account. This would be needed by the bank in case there was an emergency, and the president was unable to sign checks. This would be a temporary

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measure as a back-up until there is a new treasurer.

- B. Linda suggested that in the future, MLAA purchase the large table linens used for the show instead of renting. The rental cost was \$350.00.
- C. Linda recommended that all artists who submit art for the show be required to take a shift to help.
- D. It was discussed and recommended that next year we should have music on the stage on the weekends only and perhaps one additional weeknight. Public attendance at the Opera Hall was very low during the weeknights. Fortunately, many presenters and musicians brought their own family and friends as audience.
- E. Mel suggested that someone would need to post the show and stage acts on Facebook and Instagram at least twice a day. In the past, Susan Kendall was the Facebook maintenance person. Monika volunteered to take over the Facebook duties.
- F. It was mentioned that MLAA does not have and needs a Marketing Committee.
- G. It was discussed that the show close at 4:00 pm during the weekdays including Sunday.
- H. This was the third year that the Visitor's Bureau was in charge of advertising for Art Week. Someone commented that the Visitor's Bureau website was abysmal.
- I. Someone reported that Monique Holcomb has been out on medical leave and as a result, Visit Tuolumne has not picked up the ball as far as advertising the show and Artist's Creative Month. It was recommended to look at the Visit Tuolumne website and look at the artists' names. The question was asked why there were no open artist studios for April.
- J. It was suggested that a meeting be set up with the Visitor's Bureau to see what worked for the show and what did not work. It was reported that the Visitor's Bureau did not update

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their website after the Call to Artists. What does the Visitor's Bureau want to do in the future?

- K. Someone reported that Calaveras County has a good model (for advertising on various websites) and that they hired a professional to set this up.
- L. It was suggested that the future shows not overlap Easter Sunday, and move to the last two weeks of April.
- M. It was recommended that John, Monika and Laurie Livingston go to Visit Tuolumne to discuss the 2023 show. Linda requested that MLAA get dates for the 2024 Art Show before the meeting with Visit Tuolumne.
- N. Monika suggested that we have a video w/ monitor showing the student winners to be set up at the Adult Art Show at the Opera Hall.
- O. Someone suggested that for the Prospectus and entry forms, a flash drive be submitted o the artist's work.
- P. Renetta worked with Maureen on the Prospectus and suggested that we could use a Proof-Reader for next years show. Proof reading for posters, prospectus, and advertising this year was hit or miss by many of the Board members.
- Q. There was a discussion of how artists can enter and pay on line. There would be a great advantage to this as some the artists hand writing was difficult/ impossible to read. Laurie L. recommended to NOT use the In Focus Smart Entry system which has an annual fee of \$450.00. She suggested that we could figure out a simple system to pay first.
- R. It was suggested to keep photos and we only have room for about 20 photos.

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Questions/ ideas raised during discussion:

1. Do we want a sandwich board out front of the Opera Hall with balloons?
2. Do we want to hang to hand long, colorful banners from the building balcony? (Need someone to research banners.)
3. The Plen Aire artists were successful to draw some interest from passers by. John suggested jugglers and Mel said she would find one.
4. Two people are needed to man the front desk (table).
5. Recommend to have designed and printed the posters and rack cards at least one month before the show.
6. The 2023 show included 12 raffle baskets and 24 silent auction bid items.
7. Need a committee chair to sign up people to help with clean-up and bathrooms.
8. The City of Sonora promised to supply toilet paper for the restrooms and failed. Linda has to donate toilet paper.
9. The final hanging of paintings did not work well; several people left after standing around with nothing to do.
10. A shorter time slot for artists removing art was recommended (8:00 to 11:00 am).
11. There were comments that several folks had not noticed the banner outside. Need bright colors and more than just the banner.
12. Need a person to oversee and direct the distribution of posters in downtown stores.
13. Need to work with the Bourbon Barrel/ Armory for an agreement for discount coupons.

(Before the show, Jean talked to the asst. manager there who was not at all interested but said that he would run our request to the upper management. Jean received no response as a result.)

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14. Someone suggested that we could have used more posters.
15. Someone suggested that we should purchase a microphone for on stage demonstrations.
The painting demo by Heinie Hartwig could have used a microphone.
16. It was suggested to supply a panel or easels for on stage demonstration artists to show their previous work.
17. It was suggested to check with Opera Hall about allowing the public to access the stage.
18. It was suggested to not put the craft demos on stage for easier hands-on access.
19. Some visitors were asking MLAA members if individual artists provide classes. This should be made public via cards/ flyers by the artists.
20. It was questioned if the Judges or others could give critiques of artwork after the show.
21. It was suggested to only have live music on Fridays and Saturdays.
22. There was a question about MLAA members cleaning the Opera Hall if we have paid a cleaning fee as a part of the rent.
23. It was suggested to request the teachers to bring their students to the adult show for extra credit. No students viewed the adult art show.

It was moved, seconded and passed to adjourn. The meeting concluded at 12:45 pm.

Respectfully Submitted,
Jean Dakota,
Secretary, Mother Lode Art Association