

## Yosemite Western Artists

### Board Meeting 10/17/15

Present: Shannon Grissom, Sandee Scott, Norma Rogers, Mary Beth Harrison, Doug Boomer, Gina Mims

The meeting opened at 10:14 am at Gertrude School House.

#### **Old Business**

**President's Update:** Shannon Grissom

Community Outreach:

Oakhurst Expo- Shannon will be there next weekend but needs a helper.

Sunrise Rotary-Sandee and Shannon will make a presentation to this group 11/3/15

Venue Committee: Shannon suggests we contact the owners of the Gertrude and see what they are planning for this site instead of putting energy into finding an alternate venue. Shannon or Doug will contact Sierra Tel with questions and try to get a contact for the Harry Baker estate. Our lease goes to the end of February. Norma will look for a copy of the lease. Norma pointed out that Harry Baker's original intent was to preserve this building. We may be able to offer to get "historic status" for this building in return for our being able to continue using it.

Sponsorship/gift certificate Committee- No one has volunteered for this yet. We will continue to ask for participation. Shannon is willing to be on the committee and suggests we target January for the first meeting and set up the tiered membership levels. Norma can get us a list of the Sierra Art Trails sponsors. Norma suggests we contribute news to Sierra News Online. Shannon said it could be informational articles that indirectly plug YWA. Norma is willing to be a guest blogger. Sandee pointed out that guest-blogging could first go on our website then transfer over to SNO. Norma added that SNO is actively seeking contributions of articles. (?) *although I know they were recently seeking financial contributions also*

Portrait Show- Shannon has sent notifications of this event to many local newspapers and online news sites, as well as several arts councils.

Recruitment of Historian: we will mention this opportunity *[this is just a philosophical thing on my part]* in the general meeting

**VP Update:** Sandee Scott – Hoping to get one more person for membership committee to make it 4. They will meet in next couple of months. Still working on the idea of prizes to use in a drawing for people who renew membership on time. Still hoping for more donations to purchase prizes. Amazon gift cards are suggested as useful to all kinds of artists. Norma asked Sandee to email new members to get their phone numbers, since those who join by PayPal do not have to include a phone number with payment. Gina will create a small "how can we help you?" form and forward it to Norma so that she can

forward to new members. Norma added that a PayPal membership costs us 4%. Gina added that the convenience of using PayPal more than pays us back for the 4% if we get even one new member.

**Membership:** we are up to 94 members, close to the goal of 100 for 2015.

**Plein Air** – going great, big turnouts. In Nov-Dec will meet 3<sup>rd</sup> Wed instead of 4<sup>th</sup>. Oct. 28 we will go to Lush Meadows courtesy of Juanita Smith. Juanita mentioned she has had a bear visiting her property lately.

**VP Update:** Jack Lantz- not here. Shannon noted that Jack intends to move out of state. We do not know when this will happen but we should begin thinking of a replacement for him as demonstration coordinator.

**Secretary Update:** Vickie Thomas – none

**Treasurer's Report:** Norma Rogers – Norma presented a written copy of the financial report. We are close to \$2000 in the red this year, but we have no unpaid bills and a healthy bank balance. We have invested in improvements this year. Our Friday group donation is very low, compared to previous years. Shannon stated attendance is usually 6 – 8 people with 10 when we have a nude model. Shannon has recruited a couple of new members but we all need to talk it up more. Norma reiterated that the budget looks worse than it is because we got so many people to renew before January 1. Shannon suggested we send out a renewal email with a PayPal link soon. Historically, we increase in members and donations in the fall. We also may want to pursue having online applications for the TriCounty Show with a PayPal link. We are not spending money on the portrait show this year. We are advertising online and encourage all members to share the announcement on Facebook. Norma asked if she could contribute figurative sculpture and was gladly told yes!

**Communications:** Gina Mims – Gina boosted our website on Facebook during Sierra Art Trails and we got 26 new “Likes.” She paid for this herself and does not want reimbursement. We have 197 facebook likes all together. Our spike went up to about 1000 views when boosted. Our brochures, cards, etc. are set, but Gina needs articles for the newsletter by Oct. 25.

**Social Media:** Bill Davis- none

**Gertrude Operations:** Doug Boomer- Doug made a contact regarding this building. A couple weeks later a contractor named Steve Parks with Mountain Fence called and had been out here looking at the building. Doug told him we need the dry rot fixed and the contractor stated he needed to find out how far the owners want him to go with repairs. Doug will try to meet him here and show him what is needed. Doug will get a phone number for Shannon to call regarding the future of this building. Doug is monitoring water storage/payment and feels our fire wood supply is adequate.

## **New Business**

**December Party/Fundraising & Meeting Date-** we need to set a date. We usually hold a raffle. Shannon would like to hold it Dec. 5. We will vote in the general meeting.

Vote for December Member of the Month- Nominations: Gina nominated Norma and Shannon seconded it. Unanimous vote in favor, minus Norma!

Member Pages- Shannon floated the idea of free member pages but after discussion we decided the \$20 fee is already very affordable. Instructions for participation are on the website and we will invite members in the general meeting today.

Demo Time Limit- Shannon suggests we limit the Demos to an hour to an-hour-and-a-half. All agree.

Tri County Committee-Shannon has been working with Carolyn Hartling and Zyg Zee of Timberline Gallery to choose a date in April. Norma, Sandee, Gina and Carolyn will be on the committee. Shannon will help too.

Gina added that she has inquired about the Visitor Center to display our art work, but no answer yet. Meeting adjourned at 11:08

## General Meeting

10/17/15

Shannon welcomed the group.

**Member of the Month:** Shannon described the contributions of Larry Potter and how he encouraged her to come to the Friday model sessions. Larry got the models for each Friday for years. Shannon noted it has taken ten people to do what Larry used to do alone. Shannon presented Larry with a bag of candy and a framed certificate! Shannon took Larry's picture and he accepted congratulations from the group and thanked us.

Community Outreach- Shannon will represent us at the Oakhurst Expo and she and Sandee will present to the Oakhurst Sunrise Rotary early November. We are also reaching out to local arts councils.

Now Seeking: Historian – YWA is seeking someone to document our past and blog about our group and what we have done in the past. Shannon noted that as a new member she would appreciate being able to read our history. We can have more than one person do this.

Check out our new website! It's awesome. We want articles contributed.

We have supplies and books offered for free in the foyer of Gertrude School House. Help yourself.

Christmas meeting is a party and we need to choose a date. Dec. 5 is the majority vote. Our Nov. meeting is the week before thanksgiving.

Member Pages –members can get a page on our website for \$20. Each page can include 4 – 5 pictures, a video, bio, headshot, and information. Directions on how to submit are on the website. Gina reminded people to take some YWA business cards and brochures to help spread the word. Shannon thanked Gina for all the work in creating our brand!

Treasurer's Report – we are in the hole this year due to improvements to Gertrude and because so many people joined before the first of the year. We are looking for suggestions to increase our income. Sponsorships are needed. Shannon added that we are working on a sponsorship committee. One fundraiser, in conjunction with the portrait show, will be a silent auction of our old chairs which have been decorated by YWA artists.

#### Events/Announcements

Friday Live Model –every Friday 9:30 am at Gertrude. Shannon described what a typical session is like and encouraged all to attend.

Photo Group-2<sup>nd</sup> Thursday 7- 9 11/12 Stellar- Shannon encouraged all to attend this as it is a fun and educational group. Norma added that the Photoshop group has been very helpful to her and it is also a fun and friendly group.

Portrait Show will be 11/7 – 11/8 from 10 to 4 Saturday and 11 – 3 on Sunday. \$20 entry fee, all are welcome.

Sandee- Membership is at 94 members. The Membership Committee (currently comprised of Sandee Scott, Norma Rogers, and De Sheldon) would like to have an additional member as we gear up for 2016. We will hold a drawing for \$100 in gift cards for those who renew by the end of Jan. 2016. Sandee reminded artists that we are seeking contributions of cards and stamped envelopes to welcome new members, send sympathy cards, etc.

Plein Air – Oct. 28 we will be in Lush Meadows in Mariposa. We can put you on the email list if you'd like. You can also find info on Facebook and the YWA website. All are welcome. We will paint the 3<sup>rd</sup> Wed in Nov and Dec due to holidays. Destinations to be determined. Shannon added that we have a Google events calendar on our website for anyone needing to know dates.

Tricounty Show- we need a few more people to work on this committee. Show will be at Timberline Gallery, dates to be decided.

Communications – Gina reminded people to sign up for the newsletter using the link online or give Gina your email address. Contributions to the newsletter need to be submitted to Gina by Oct. 25. We would like to have 100 members (or more) and more Facebook hits! Tell your friends!

Announcements: Anita Stoll has two openings in her beginning pastel class.

Meeting adjourned for lunch at 11:53. Demonstrator today is our own Shannon Grissom.

Respectfully submitted,

Mary Beth Harrison, for Vicki Thomas