

Mother Lode Art Association Board Meeting

Monday, March 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, Linda Happel, Maureen Carden, Bob Feigen, Susan Kendall, Lorna Hunt, Renetta Hayes, Luisa King and Jean Dakota.

Treasurer's Report: Lorna Reported:

Balance as of End of February 2022

Checking Acct:	\$8,760.49
<u>Savings Acct:</u>	<u>\$3,200.78</u>
Total	\$11,961.27 (cost for Opera House paid last year)

Membership Status: Lorna Reported: MLAA has 93 paid active members as of the end of February including 4 lifetime members.

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

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

The Library meeting room reservations have not yet been approved by Eric from Sonora Park and Rec. The Library is currently conducting a lottery for meeting room reservations twice a year. It was agreed that MLAA continue with meetings at the Library with the Oak Hill Presbyterian Church as a back-up venue.

John suggested that the show winners could present their work at the April presentation meeting. Ideas for demonstrators included Michael Severin, Chuck Waldman, Diana Boyd, Jason Conn and Diana Boegel. It was suggested that perhaps Dennis Garcia could present on collecting art. Susan will call Jason and Chuck. Lorna will contact Diana and Stephanie Rose Long.

Business cards are needed in general and for this show. Maureen will print up 50 larger cards for the plein air painters.

- March Program – Carolyn MacPherson will present on “Mingling Colors” in watercolor painting.
- April program needs a presenter (see above).
- May/ June programs need presenters.

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April Art Show at the Opera House: Members reported:

1. To date there are 146 adult entries, 126 wall hangings, 20 three D pieces, and 60 entries from students including WATCH and Jamestown Ranch artists. Prize money for awards will total \$1,725.00.
2. Art show announcements have gone out to the website, My Motherlode, and the local Radio.
3. Lorna has extra pedestals for the 3-D entries and Susan will check with the Library to see if they have any panels..
4. Lorna will contact Vista Prints to do / attach the dates for extension to the existing banner.
5. Renetta will make an insert for hand-outs to visitors.
6. MLAA does not have a sponsor list yet.
7. Renetta needs logos for the Sponsor Poster,
8. Bob is looking for donations; the big push is next week; he has a number of potential donors.
9. The show will need supervisors/ aids for children at the reception. Susan will text the appropriate persons.
10. **The raffle drawing will take place on Sunday and final** bidding for the silent auction will conclude on Sunday.
11. MLAA needs volunteers to sign up for food donations, auction donations, wine and raffle prizes.
12. Raffle items: We need raffle items to add to our garden raffle basket. We are asking for new items such as gardening tools, gloves, gardening books, lawn art, etc. If you can provide any of these items please deliver your donation on Tuesday, April 5 between the hours of 10am-1pm or 5pm-7:30pm, the same hours our art entries are delivered.
13. Please contact Linda regarding any donation to our raffle baskets. Email lindaleehappel@gmail.com or call 209-532-7240.
14. Food items for the artist reception Friday night. We need finger foods. We have always run out despite generous donations of food items at past shows. PLEASE consider bringing finger sandwiches, appetizers of any kind which can be easily transferred to plates by our servers, or sweet items. More is better and if we have leftovers, we can always set up food tables Saturday too.
15. We need wine for our wine table. If you could bring a bottle (or a case) of your favorite

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wine on entry day, it would be appreciated.

16. Reception and raffle table volunteers for Saturday, April 9. We need additional help for 5pm-8pm Saturday night during Second Saturday. Blue Oak will be performing and will draw a crowd. Hopefully that crowd will buy raffle tickets, bid on silent auction items, and purchase art work. We will need all hands on deck to handle these transactions as well as enjoy the music.
17. As the City of Sonora/Go Tuolumne have generously extended our show through Thursday, April 14th, we need volunteers to monitor the hall, guard our works of art and make sales on April 11, 12, 13 and 14. The hours for the additional days' volunteers are shifts of 10am-1pm and 1pm-4pm. On the closing day, April 14th, we need help with art pickup and cleanup. All panels and supplies will be moved to the Aloft Gallery or TCA, and the hall must be cleaned that evening. Pickup is 3pm-6pm and cleanup is until we are finished.

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

- The Aloft Gallery has copies of the design criteria for the memorial available (February 28 – April 30). So far 4 people have picked up the design criteria.

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, the location to be determined.

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

Publicity: Bob reported:

1. Bob has sent out the press release and set up a 15 minute interview with the local radio station. John will do the radio interview for MLAA. Blue Oak will perform one song for the on air promo. This will occur within a week of the show.
2. Bob said that he will promote heavily 2 weeks prior to the event. He expects the Blue Oak Band to bring in over 100 - 200 people to dance and visit the show. The band will play from 5:00 to 8:00 pm.
3. Link to the MLAA's website updated and complete from the Visitor's Bureau site.
4. MLAA advertisement in the Visitors Bureau Magazine for 2022 not published yet. He has stayed in touch with Monique and Jen at the Bureau.
5. The interview should go out to all three stations and the Show Promo MyMotherlode.com

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hopefully multiple times. The contact is Mark Trubbner.

6. 3. Fliers have been posted in many locations.
7. 4. Schools have been contacted. Bob informed them that all art should be ready to be hung. He has received good support from Sonora High and Elementary.
8. 5. The Senior Center by the Library was somewhat of a bust as programs were not really active due to County restrictions except for Meals On Wheels. He left a poster with them.
9. 6. Bob did a presentation at Sonora Hills. He also left a poster that was placed in the main billboard adjacent to the pool area.
- 10.7. Bob will meet with Katy Dunn at the Chamber next week.
- 11.8. Bob would like to spend the rest of the time in the promo area working on fundraising which can be done efficiently. He needs help in the area of clerical assistance.

Jean moved and Lorna 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