

Minutes for YWA ANNUAL PLANNING RETREAT JULY 8, 2017

The meeting was held at the Ahwahnee Regional Park and called to order at 9:07 A.M. Attendees were President Sandee Scott, Gina Mims, Anita Shapiro, Darlene Jaeger, Kerby Smith, Terry Robinson, Bill Davis, Doug Boomer, Wendy Denton, Jeanne MacDonald, Vivian-Helena Aumond Capone, Shannon Grissom, Suzanne Banks, Lauren Ball, David Hoffman, Norma Rogers, Laura Fisher, Phyllis McAdams, Barbara Liss and Carolyn Hartling. Introductions were made.

Meeting space:

Discussion began concerning possible new meeting places if we are unable to continue meeting at the Gertrude School. The caretaker of the park unlocked the additional building for us to view. The room is large but concerns were voiced over acoustics, window placement in regard to demonstrations and having to move floor cabinets (they would be on casters) prior to our meetings. Jeanne MacDonald offered the possibility of using her large workshop, or that belonging to her neighbor/friend, both located in Bootjack.

Norma Rogers said that she received a request from the relative of Harry Baker and partial heir to the Gertrude School to be named on our insurance policy on the school. She felt this was a positive indication that we would have use of the school for the immediate future.

Conclusion: Gertrude Schoolhouse will continue to be used for the portrait group; we may try out a general meeting/demo at AHRP; and, we will continue to explore other options.

Announcements:

Photo Group – It was announced that David Hoffman would be taking over the role of coordinator for the YWA photo group that meets monthly. He will be replacing Jerry Bosworth at Jerry's request.

Painting Party – Shannon Grissom's Saturday pizza and painting party was so much fun that it was decided to do it again (without the pizza and without the demo). Next two dates are Saturday, 7/15/17 and Saturday, 8/19/17 from 9am to noon at Gertrude Schoolhouse. It's an opportunity to create together, listen to music and share tips and tricks. Cost is \$5 and limited to 12 people.

New President for YWA:

Sandee also announced that Kerby Smith has indicated an interest in the YWA Presidency. The news was greeted favorably and a vote was held. Those present unanimously voted for Kerby for President. Kerby expressed his admiration for

the enthusiastic participation and direction of YWA in recent years. He is looking forward to future growth and visibility of the organization in the community.

Branding ideas/Outreach:

Gina Mims spoke of a variety of branding ideas for YWA that she felt would be beneficial to the association:

1. Membership card, either plastic or heavy paper stock issued to new members. The cards could have sponsorships and pertinent information listed on them. Various ideas were contributed by members.
2. An Annual printed report issued to members with a membership list, highlights, and a calendar of events. It was felt it would give a more professional look to the organization. A copy of a similar idea from the Mariposa Arts Council was passed around.
3. Outreach programs for seniors and students in our geographical area and possible reduced membership rates for students.

Gina felt that approximately 250 plastic cards with envelopes could be printed for about \$100 and \$50 for paper ones. Paper was felt to be a good idea if we were to issue new ones each year. It was pointed out that perhaps the cards could be mailed together with the annual report.

Producing T-shirts with our logo, bumper stickers and canvas or fiber tote bags were also discussed as a way to enhance our public presence. It was decided to order new brochures for approximately \$150 in order to have them for distribution during Sierra Art Trails.

There was a proposal to approve spending \$300 on brochures, membership cards and envelopes, which was passed.

Gina will check into the cost of tote bags either pre-printed or plain which we could decorate ourselves.

YWA is open to all artists at all levels of experience, however, one retreat participant mentioned that beginning artists could feel somewhat intimidated knowing that there are some very experienced artists in the association. A suggestion was made that it might encourage local artists to join YWA if we invited them in our promotions by saying “Come Paint With Us!” or “Come Make Art With Us!”

Bill Davis said he would oversee the guest artist blogs that could be posted on FaceBook and the website. Members who would like to contribute can send their written material to Bill.

Specialty groups:

Norma Rogers and Wendy Denton would like to see a new iteration of the digital photo group. They feel the original concept of the group was sidestepped over time and consequently the group seems to be disbanded. Norma and Wendy will be researching a new place and dates to hold the new "Digital Art Group."

Forming a sculpture group was also brought up. Some interested members expressed concern over the difficulty of transportation of works in progress. A social media discussion group rather than on site was suggested as a way around the transportation problem.

Break for lunch

Re: Demo artists:

Guidelines for new demo artists was brought up and agreed they should be told to limit their presentation to approximately 1 ½ hrs with a buzzer indicating ½ hr left and then again in 15 minutes as a way to start wrapping up. Bill Davis agreed to write up a short guideline for presenters that they would receive prior to their demo. Several members suggested artists as demonstrators to Wendy along with contact information to follow up on.

Sierra Art Trails:

It was announced that each YWA member, whether or not a juried SAT participant, may have one piece displayed at the Gertrude Schoolhouse during SAT this year. Artwork may be brought to the 9/16 meeting, the cleanup up on 9/22 or on 9/28 (times tbd for 9/28).

Future dates to note:

1. 1st meeting for YWA in the fall will be Sept. 16th.
2. Clean-up day prior to SAT will be Friday Sept. 22nd, 9AM
3. The Oakhurst Chamber of Commerce's Fall Festival dates in Oakhurst will be Oct. 13-14th. Anita Shapiro would like to participate along with another member to be determined. If interested, contact a board member.
4. YWA Showcase featuring work from all groups (portrait, plein air, photography) will be Sat. Nov. 4th. It will cross-promote the local SPCA. Sharon

at the Cat's Meow was the contact person last year, and perhaps will be this year. Carla Rajnus (YWA secretary) wasn't present at today's meeting, but it was stated she has connections with the SPCA people.

Possibilities for artists:

Lauren Ball said that the red barn building in Coarsegold (formerly housing Kuhl by Design) is up for possible sub-leasing. He passed around a sign-up sheet for those interested in having some studio space in the building. It is open to 5 artists for \$100 a month each. He will pursue more information. Contact Lauren at lball59@gmail.com if interested.

The meeting was adjourned at 1:40PM.

Respectfully submitted,

Carolyn Hartling