

APS Board Meeting

March 31, 2015

President Bev Saunders called the meeting to order at 4pm. Present were Lise Fuller, David Francis, Jennifer Richard-Morrow, and Joann Quinlivan.

Bev reported that Treasurer, Jean Marie DeKleine will start this year's membership campaign, as April 1st is time to renew memberships. Jean Marie sent a Treasurer's report by e-mail. There is \$1,708.12 in the society's bank account as of March 1st, 2015. New members that paid after Oct 31st are in good standing for this year. We may need to send out updated membership cards.

Discussion of newsletter:

Diane Leifheit will create the quarterly newsletter. People must e-mail submissions to Diane by April 19th. Art should be submitted as ARTISTSNAME_TITLE.jpeg. New work can be included plus news of workshops, shows, events, plein air events, etc.

Dave Francis reported that Suzi Zeffin-Kuhn is starting a new pastel society for the western part of the state. Dave will be jurying their show. Discussion of this with Dave urged partnership with the new group. Bev asked will the one dues cover both groups? Dave will talk to Suzi about how the two groups can work together. Bev asked if we should go for different levels of membership, which Lise was against this idea. Dave also likes current structure. Lise said that the reason our group has gone forward is that it is not overly structured. Dave said he thinks that the present structure is good. Bev said it might be nice to collaborate with the Western NY group, since Rochester is so far away. Dave suggested that down the road, we might have group shows. Lise said we are successful in promoting pastel (which is one of our goals).

Discussion of workshops:

Joann is going to IAPS and will represent our group. Dave is giving a workshop on hard pastel at North Country Arts on May 9th. Discussion of next Member to Member workshop. It will be Small Works with Taykeyce Walter on May 17th. Bev asked how long will it be? Five hours? Eight hours?

Jennifer said that recent Susan M. Storey workshop was from 11 am to 4:30pm and was \$40.

Discussion of fees and expenses. \$40. per member of the group and \$50. for non-members was discussed.

Lise commented that people are not signing up for things in advance. Bev said that we must have 6 people sign up in advance. Joann said we must have people sign up and give a deposit. Lise said we must have some people commit. Joann asked if Taykeyce has students that follow her? Bev asked

how many people will fit in the studio? Jennifer said that the winter weather had hindered participation and asked who will be doing the PR for the workshop? Bev said we must have a deadline for signing up at the end of April.

Discussion of Adirondack National Pastel Exhibit:

What has been done? Dave said that the Facebook ad goes live tomorrow (April 1st.) We missed the deadline for a listing in Pastel Journal. The show is listed with Artshows.com for \$19. per month.

Artlist.com and Artguide.com are free. The ads can be featured for a fee. Paula at Online Juried Shows will push the show. Info has been sent to the Oakroom Artists and Guild of Adirondack Artists. Bev will share and send a copy of the exhibit card image. Dave gave some figures for how widely the ad for the Small Works show at the Shirt Factory Gallery reached – the call for artists reached 8,600 people. 111 artists entered that show. The cost of an ad on Facebook would be \$120. to run for the month of April. Talked about local PR, including Albany & Schenectady.

Joann has the letter to request awards done. Dave asked her to send it. The prizes will be \$500. for Best in Show, \$250. for 2nd Place and \$150. for 3rd Place. Rochester Fine Art is sponsoring a \$100.prize. Pat Tribastone is donating a prize for outstanding landscape. Dave said he will give an outstanding still life award. The APS will give a prize for overall presentation. Joann said that to send the donation letters, she needs a copy of the show card. Bev asked when the cards will be printed? Dave said to contact Corey Pitkin about getting it printed. Also said we have gotten a good response from the Vermont groups. Bev asked about a list of pastel societies; apparently the IAPS sent out 2 of them. The APS is collaborating with the Shirt Factory Gallery. Dave said that 25% of the sponsorship is by the APS. The Shirt Factory gallery made \$3,100. on the Small Works show. Paula Ford at onlinejuriedshows.com is administering the entries; will she send the listing fee? Dave explained that we pay\$100. for the listing and that Online Juried Shows gets \$5.00 from every entry.

Dave thinks that they are the best deal and the APS will make some money. Joann asked if the answers to the award letters can be sent to Bev? Yes, they can. May 17th is the deadline for entries.

Sally Strand will be teaching at IAPS so Dave changed the deadline. Her fee will be about \$300. depending on how much time it takes to jury. Susan Storey has not yet mentioned a fee for the prize jurying. Dave thinks this exhibit will be good for the APS, the gallery and the region. The show will run from July 8th to Aug. 8th and the reception will be on July 11th. Jerolyn's husband will do the music at the reception. Adrienne Meiss will do the PR in Syracuse. Lise mentioned that Dave is getting good at this show organizing! She said that this is “totally flowing”. It is successful and we should be proud of it. Dave said that we have to be relentless and Bev asked isn't it amazing how we've all grown? The question was asked if we will have a demo at the reception or the show? Dave said he will try to get someone. It was suggested that Dave do it. Bev asked if Susan Storey can do it?

Dave said he will ask her. Dave said that a demo on the closing day works well. He has seen lots of closing demos that way. He will also push PR for the show.

October Annual Exhibit:

Joann asked if Pat Tribastone can jury it, or is it too far for her? She will ask her. Dave asked if Paula Ford could do it? Joann said the Paula is a great teacher. Bev asked if it was possible to jury the awards by CD? Bev asked if we are in agreement that the board will jury the show and have a demo in support of it? Lise said that the Folk Life Center at the library could be the location of the demo in Oct. by the juror. Bev said that the opening will be the 3rd Thursday of Oct. and she will contact the library.

Discussion of 2016 show:

Bev suggested that we try and hold it at the Southern VT Arts Center in Manchester, which is a really nice venue. Joann asked what kind of exhibit? Bev said just the APS. Lise asked if it would include the Western NY group? Bev said that it should include them. She also said that having the show in VT would be a lot of work. Maybe we should establish a shipping criteria. How should we present it to the Southern VT AC? Send a CD from last year?

Other topics for 2016:

Bev said that in closing we should think about getting a workshop going for next year. Discussion of getting a teacher: Dave said that the National Show will give us some money to get a good name instructor for a workshop. Lise said that we need a brand name instructor. Dates were discussed. Fall 2016? Joann said that the Abinacki Gallery has a plein air week and that 6 artists came to it from other places. She suggested Indian Lake at the end of July.

The meeting was adjourned at 5:45 pm.