

# Sherman ARTISTS

## **Sherman Artists Association (SAA) Meeting June 9, 2022 Minutes**

6:30 PM. Ginny Schaffer's, 73 Wakeman Hill Road, Sherman

**Introductions/Attendees:** Laura Paradiso, Denise Schlesinger, Jill Kaplan, Renee Collins, Lisa Hickey, Mae Maimone, Doreen O'Connor, Virginia Schaffer, Cindy O'Connor, Linda Hubbard

**Minutes** last meeting May 12, 2022 – approved

**Financial:** \$669.08 – Income as of Noon 6/9/2022  
\$43.93 to Jeff Ginsburg (Website) = Balance of \$625.15

**Membership:** 19 Paid Members, Online Payment Option – in process

**ANNUAL MEMBERSHIP IS OPEN** to individuals, businesses, galleries, and organizations that are visual arts-oriented. The yearly **membership fee is \$30** and is due June 1.

### **Membership Benefits**

- A web listing with photos of your work, contact information, your website, and email address, and your social media accounts.
- Register to showcase in our Open Studio Weekends – only open to members!
- Take part in speaking engagements, workshops, shows, and other events.

### **WEBSITE: [www.shermanartists.org](http://www.shermanartists.org) - WHO WILL USE IT**

- People seeking artists – Gallery owners, Curators, Collectors, Fans
- To find out about our members and explore the visual arts community, including small galleries and art centers.
- To get Open Studio maps and directions.
- To find a specific artist.
- To find a product or to place a particular order.
- To take a class or workshop.
- To find options for selling their work.
- To find social media marketing and technology training.
- To find other artists for networking purposes.
- To register and pay for our programs.

**All Paid members:** please send the following to [lisa@carondesigns.com](mailto:lisa@carondesigns.com)

- Business name, your name, address, phone, email address, social media accounts, website, etc.

- 100 word description of about you or your artwork
- Up to 3 photos with a line of copy available for each photo. Could be the title of the artwork, size, or whatever you wish.
- Artists are website listings are in alpha order by first name or company name..

ADDITIONAL OPTION: Show More of Your Work – Add up to six additional images to your listing. – \$30 additional charge. Six pictures and 100 additional words of text.

**Facebook** - Sherman Artist Page – Artist Spotlight send info to [lisa@carondesigns.com](mailto:lisa@carondesigns.com)

- You can also post it yourself
- Remember to like the page and invite your friends and family to join

**Press Releases:** Publicize activities

**December 3 & 4 Open Studio 2022** - Lisa/Linda

- Registration
  - o \$50 fee to participate – revisit once expenses are figured out.
  - o Artists and Locations – Minimum ten artists, deadline Sept 1, 2022
- Panels - open
  - Sylvia has a truck for transport
- Ideas for how to see other Open Studio artwork: - go when less busy, partners, Open Studio Eve? – more discussion needed
  - Publicity Idea: – Roving Reporter – going on tour and giving live updates
- Task List/Volunteers – items to be assigned:
  - Map Creation
  - Brochure
  - Email campaigns before the event
  - Social media posts before, during, and end of the event
  - Sponsorships - list of potential sponsors
  - Sign Creation – paint new signs – need about 20 more
  - Signs put out before the show
  - Sign distribution to artists
  - Sign placement at different locations the night before the event.
  - End of the event - who will type in all visitors into a spreadsheet
  - End of the event - personalize thank-you notes to sponsors & supporters  
Cohen
  - New idea to encourage people to come: Raffle – customer signs in four locations, eligible to win a prize (donations by artists)
  - Sherman Library Show (each participant 1 or 2 pieces) Nov 18, 2022 – Jan 4/2023 – Opening Nov 18?

## Opportunities:

- **Sherman Art Gallery -**
  - o Funding Ideas– Chris Cusack and Cindy O'Connor (Keystone Pipeline, others?)
  - o Ct Grant Info Mtg – 501C3 requirement for most grants
  - o Need to rethink how to get sponsors, revisit letter
  
- **Art Fest at the JCC – Denise Schlessinger**
  - o Aug 5, Friday am setup, Opening Friday night ? Music at opening –... Bob O'Connor, Ed Schaffer?
  - o Aug 6,7. Sat and Sunday  
Panels & tables being looked into, but artists probably responsible for own displays
  - o Artists responsible for own sales. Portion of sales to JCC and to SAA
  - o More details to come
  
- **Artist Supplies Tag Sale** (any painting, photography, framing, etc. supplies)
  - proceeds go to Sherman Artists org.
  - future event – timing and location?
  
- **Artists at the Sherman Library – Artwork in the Barn – tie to future Library event (Sept Duck Fest, 2023? ) – Carolyn Cohen**
  
- **Art Auction – Renee Collins – 2023? Separate event or with other?**
  
- **Artist Talks -** guest speakers or demonstrations – open
  
- **Sherman Senior Center –** Looking for someone to give demo and senior members creating demo. Or giving a talk (photography, painting, etc.) – for more info: Contact Denise
  
- **Sherman Library Art Show –** Open 10/7 – 11/16,2022 – if interested, contact Linda

## Next Meeting: July 14, 2022 – 6:30 Ginny Schaffer's

- Organization (Bylaws, Structure, Budget)
  - o Mai's husband Hal Clark to advise on financials
  
- CAWCT.org Membership – or NW Arts Council. NWCT.org