

# Sherman Artists Association

## Meeting Minutes Wednesday, July 12, 2023

6:30 pm Sherman Senior Center or via Zoom

**6:30 Attendees:** Christy Bonaiuto, Kelly Edwards (presenter), Lisa Hickey, Ted Hollander, Linda Hubbard, Simone Jeffries, Mike Kisner, Herb Kroeger, MJ Newman, Christina Maschke, Christina Lianos, Laura Paradiso, Cynthia O'Connor, Claire Qiu, Ginny Schaffer, Denise Schlesinger, and Ellen Wallenstein

- **Sherman Artists Meeting June 14, 2023, Minutes Approved**

- **Financial Update:**

Donations: 4X budget, up 425\$ over June

Events: no change (ArtFest recorded in June)

Dues: almost 100% of the budget, up \$390 over June

Total Income: 55% bud, up 815\$

Total Expenses: up 300\$, 17% of the budget, up 11% from June

(ArtFest fee of 900\$ recorded in Aug). (LTH: after all bills paid, made \$368)

Net income: up by 400\$, 189% of budget

**6:45 Kelly Edwards, Arbor Gallery** – Opening a new gallery and event space in September. Members are welcome to participate: [Home Page Arbor Gallery - Arbor Gallery](#)

“Arbor Gallery is a dedicated art space for fine art by local Hudson Valley and Regional artists located in Carmel, NY. The gallery holds exhibitions of watercolor, acrylic, oil paintings, collage, photography, and mixed media. The space is available for events such as artist workshops, book launches, yoga, mindfulness courses, and meditation. Our staff is available to create an experience for your event that will bring a higher level of ambiance and patron appreciation as we assist in marketing and bring the collectors to your work. Arbor Gallery is conveniently located in the Promenade on 6 building at 1875 Route 6 in Carmel, New York, with ample parking.” Interested in exhibiting – email [info@arborgallery.art](mailto:info@arborgallery.art)

- **7:00 Committees – Updates**

### Membership & Educational Programs

- Total members: 52 total old and new members listed (total 2022 members paid was 24)
- 14 new members, including Barbara Binzen, Denise Cassano, Bob Demchuk, Christina Lianos, Blake Kotenbrink, Christina Maschke, Terry Pasquale, Lisa Peck, Kathy Peck/Marks, Debra Rose, Lynn Slonake, Barbara Soares, Jim Stasiak, Claire Qui and honorary Miriam Nelson
- 7 members from 2022 have not paid 2023 membership fees, an email reminder has gone out
- 100 new brochures will be available next week (\$140 printing costs)

### Great Hollow Juried Art Show 2023 - Linda

- Income (Hanging Fees, Sales, tips) - \$3020.00.
- Expenses (Advertising, Bank Fees, 5% SAA) - \$1126.99
- Balance \$1893.01
- Check to Great Hollow \$1500 (7/19 at 10 am)
- Hold 393.01 (Calendars for Sponsors \$270 and Seed Money \$123.01)

## **ARTFEST Wrapup – Denise.**

Many thanks to Denise and her helpers! Overall, a good event and a great collaboration of our artistic community. After expenses, raised over \$360 for Sherman Artists Association

- **Purchase of Metal Panels** – members voted to purchase equipment
  - 6 Metal Panels from JCC - \$25
  - Need clips (CL) \$5 set of 5, 2 sets - \$10
  - Need feet (have 2 singles): need 4 doubles PL2 @\$21 each - \$84
    - 1 triple PL3 - \$25 so Feet Total: \$109
  - Estimate \$119 plus shipping. (plus \$25 for a total of \$144 plus shipping)
  -
- **ARTFEST feedback**
  - Low traffic may be due to graduations, weddings, celebrations
  - Need better signage at the road at the JCC
  - Weather – the amount of continuous rain
  - Maybe have balloons at the sign
  - Create a public Facebook page
  - Location with more foot traffic
  - Leave Friday off
  - Look to have food trucks, wine tasting etc.
  - Live music
  - Demo, raffles
  - Look for school volunteers
  - Spend more on advertising – look into radio advertising, Litchfield County Times
  - Buy new signs instead of placing labels on top of old signs
- **Publicity Committee** – New Chair, Members, and Meeting soon (Tues 18 or Tues 25?)
  - Press Releases and Distribution List
  - Posting on Event Calendars (CAWCT, ARTSNWCT, etc)
  - Meeting Notices (emails, FB, & website)
  - Facebook(SAA Page plus sharing to others)/Instagram -
  - Email Letters (Hubspot) – Create letters and maintain a distribution list
  - Event Publicity (Flyers, posters, maps, newspaper ads....)
  - Street Signs (Creation and distribution)
- **Manage Donations**
  - Christina Maschke will handle responses to donators
- **New Milford River Fest** – July 29, 2023, 11 – 5 pm Location: Space 34
  - Mike Kisner – Tent set up either Friday night 6:30 - 8:00 pm or Saturday 9:00 – 10:30 am
  - Looking for volunteers to be at the booth is a great opportunity to bring your work to display!
    - **Volunteers – Mike, Linda, Laura – we desperately need others!**
  - SSA brochures will be available at the booth, plus other SAA information
- **AUGUST LIGHT - Art Show at Ken Art Association August 4-27, 2023**
  - 101 artwork submissions
  - Acceptance emails 7/15
  - Contract and Payment 7/24
  - Posters
  - Signage in Kent – MJ to get back to the group
  - Press Release – sent out on July 15<sup>th</sup>
  - Interested in volunteering to gallery sit? Please email [shermanartists@gmail.com](mailto:shermanartists@gmail.com)
  - Opening Reception - August 4, 6-8 pm

- **Mark your Calendars: OPEN Studio December 2-3, 2023**
  - Signup to be released the week of July 17<sup>th</sup>
  - Popup locations Sherman Senior Center and Sherman Town Hall have been reserved
  
- **Sherman Commission for the Arts** – First Meeting 7/13 - ideas/suggestions  
Ashleigh Blake, Christy Bonaiuto, Terri Hahn, Linda Hubbard, Mary Jane Magoon, and Denise Schlesinger, plus a JCC representative

**Directory of Sherman Resources** – Sherman Artists Association included

- **Art Exhibits & Happenings**
  - Sherman Library:
    - **6/16 – 7/26** – “Art of the Drive” – Paintings by Chris Osbourne
    - **7/28 – 9/6** – Senior Art Show by the Commission of Aging. All 55 and over invited to participate – contact Janet Wey via email: [jmlkw11@gmail.com](mailto:jmlkw11@gmail.com)
  - White Silo Winery
    - Now through July 30, Mary Jane Magoon and Cindy O’Connor
      - Opening: Sunday, July 16, from 1-3
    - August – Christina Maschke
    - September – Christy Bonaiuto
  - Litchfield Artisan show on the New Milford Green - July 22, 10 – 5 pm 80 Vendors
    - Christina Maschke
  - New Milford Art Fest on the NM Green - July 29
    - Christina Maschke
    - Denise Schlesinger
  - LAND Gallery in Pawling – now through August 27 “The Art of the Garden” by Linda Hubbard
  - G25 in New Milford – now through July 30 “Pigments of our Imagination”
    - Exposures Art Show – Drop off August 6
  - Kent Art Association – “The Members' Show now through July 23.
    - Honorable Mention – Muriel Stockdale for the oil portrait “Eluri”
  - -Mystic Seaport – August 12 & 13 - Christina Maschke
  - New Milford Library – Denise Schlesinger November
  - JCC – Cynthia O’Connor – talk no Elephants – date to come

**Next Meeting:** August 9, 2023. 6:30 pm Sherman Senior Center