

## **Art League West General Meeting October 19, 2011**

The meeting was called to order by President Michele Schuck at 7:12 PM at the Pebble Creek Creative Arts Center. Marilyn McDonald, Secretary, read the minutes from the last meeting. The minutes were approved as read.

**Treasurer's Report:** Michele reported that we currently have \$2,932.85 in our account after deposits of \$57.00 and deductions of @217.40.

**1<sup>st</sup> VP Report:** Cyndy Kerstzyn reported that Julie Gilbert-Pollard will be our demonstration artist for Nov. She is a noted local painter who has authored DVD's and books on watercolor and oil painting. It was decided to request that she demonstrate something with a "Fall" theme. Cyndy also mentioned that a framer will be coming in January and that Bernadette, who was formerly with the West Valley Arts Council, mentioned that she would also like to come to talk to us in the future about the Scottsdale Artists School where she is now working.

**2<sup>nd</sup> VP Report:** The League still needs to fill the 2<sup>nd</sup> VP position but it was announced that Joyce Dodd and Anne Rudolph will be co-chairpersons for the Avondale Westside Gallery at the Civic Center Library. They explained that the next cycle was coming up very soon and that the notification for entry deadlines went out this week. They also talked about the Litchfield Park Show on Nov. 5<sup>th</sup> and 6<sup>th</sup>. They explained that the thought was to get 6 artists to show together with 2 booths under the Art League West banner for those days. That would cost \$100 for each artist and we would try to promote the League as well as our own sales. The idea of selling raffle tickets for 5-6 pieces of donated art was incorporated in this scenario as well. Patrons could drop tickets into individual bowls in front of pieces they wanted and there would be a drawing late on the second day. Joyce and Ann said that they would organize this venture and took names of those artists that wished to be included. They also discussed the Christmas Show in Litchfield Park on Dec. 10<sup>th</sup> which would cost \$70 each booth. Artists could contact Candy at Vermillion Promotions on the web if interested in reserving a space.

**3<sup>rd</sup> VP Report:** It was announced that the purchase of a 3-D case for the Avondale Westside Gallery was approved by the Board and that Gerry, Anne, and Michele would be looking for this very soon.

**AAA Rep Report:** Marilyn (rep) announced the Holiday Show at the Scottsdale Gallery. This show is only for AAA juried members. It is \$50 a panel and any artist showing must commit to working 4 hours at the Gallery for each panel used. Panels are 38.5" wide X 70.5" high and there are restrictions for hanging art. Anyone who is a AAA member, however, can show in the gift shop without being juried. Members need to go to the website, [www.azartalliance.com](http://www.azartalliance.com) for more detailed information. Marilyn stated that members interested in the show must give their names and the number of panels requested to Marilyn tonight since she needs to report this on Friday to AAA. She encouraged those members who were not AAA juried to seriously apply for this since AAA board members were encouraging us to do so. The applications are on their website and will be accepted during the year. Ann added that she had been a judge in the past for AAA juried selection and that it was extremely important that the photographs of work submitted for judging be very well done and have good clarity. Any poor photographs are not even considered. It was also announced that the Board was encouraging ALW members to take a field trip to the Gallery. The idea of carpooling together to go over to the Gallery some afternoon in Nov. or during the Dec. show was announced and a sign-up sheet was passed around for anyone that might be interested. Marilyn will organize this trip.

**Membership:** Jean Fondelier announced that Sonia Sears and Mary Lou Bustos had joined ALW as new members this evening. Jean also announced that our membership roster was now available as a booklet and hoped everyone had received a copy when they signed in. She also announced that membership cards were also available tonight and that they were honored for discounts at Jerry's Artarama and Arizona Art Supply.

**Old Business:**

1. Questionnaires were available for anyone who had not completed on yet. Michele stated that a report on the findings will be given at the Nov. meeting.
2. It was discussed that since the League will be purchasing a 3-D display case for the Gallery, those 3-D members that had not yet signed up for this year should be contacted about rejoining and that ALW needed to recruit more 3-D members.
3. There are still board and committee positions that need to be filled. It was stated that if everyone volunteered to do a small part, we would have a vibrant league with many members actively involved.

**New Business:**

1. The League was informed that it can no longer hold a Christmas Party with hot foods at the Pebble Creek Creative Arts Center. The membership was asked to think of some places off site where the party could be held. The date for the party was also discussed as the 3<sup>rd</sup> Wednesday falls too close to Christmas. Nancy Hampton told the membership that ALW has held it the first Friday of December in the past. Others suggested the 2<sup>nd</sup> Wednesday or Saturday of the month.
2. Michele again encouraged us to seriously think about fundraising ideas for the future so that we can go into next year with a position of financial strength. Wynn suggested that if we show at festivals under the League's banner the artists working the booth should wear the League approved nametags. This suggestion seemed desirable to most of us.

Gerry Greaves won the \$25 Arizona Art Supply gift certificate. She also won a second gift certificate donated by Jerry's Artarama and brought to the meeting by Dave Flitner, the evening's guest artist. Linda Enoch won Artist of the Month. Nancy Hampton's painting won 2<sup>nd</sup> Place and Wynne Gring's painting of a jet took the 3<sup>rd</sup> Place ribbon.

The meeting was adjourned at 9:05 PM.

Respectfully Submitted,  
Marilyn McDonald  
Secretary