

# The Informer

American Canyon Arts Foundation Newsletter, May 2014

## Results from our 22nd Art Extravaganza

It was one of our most financially lucrative shows ever, and possibly the most impressive, based on feedback from both the artists and patrons who attended the two day showing.

Ann Griffith's "The Old Shall Pass Away" was the People's Choice winner this year.

The winner is entitled to a showing of their work at the Gallery—we'll keep you posted once the date and time is determined.

We had over 200 people attend the event. At the

beginning, we held a reception for Eugene Daub, the figurative sculptor, who talked about his work and techniques. We then held the Artists Reception on Friday night, to celebrate the winners in each category.

Financially, we netted over \$2000 in revenue for the Foundation. Most of that was from our Silent Auction items, be we generated over \$300 in commissions from

sale of artwork and crafts.

This was also part of the Napa Valley Arts in April program, merging art and wine elements. We hope to work more closely with wineries in the South County and Carneros wine regions. This helps not only our Arts Foundation, but American Canyon,



since the goal is to attract tourists to the area and spend the night(s) here.

Everyone helped on this event and we couldn't have done it without that help. But a special thank

you goes to Nathell Buford for spearheading the event.

We also want to thank our key sponsors for this event: Kreysler & Associates, for helping us bring Eugene Daub to town; Rick Hess for giving us the space for the event; Fairfield Inn by Marriott, for lodging; and the American Canyon Tourism Improvement Board, for financial support.



**MEMBERS ONLY**

**RECEPTION**

On Friday, May 16, starting at 7pm, we will hold our first Members Only Reception at the Gallery. Join us for light refreshments and see our new Classroom, hear what's new with the Foundation, and sign up to help on our special events or at the gallery.

If you haven't joined yet—no problem. We'll be ready to accept your membership dues at the door!

## Best Turnout Ever for Chalk Art Contest!

On Saturday, April 19, we held our Seventh Annual Chalk Art Contest, at Community Park #2 in American Canyon.

We had 55 children participate, from ages 4-12. This was the biggest turnout we have seen.

Prizes were given to First, Second and Third place for each age group, with gifts for honorable mentions—or anyone else who needed a smile!

The winners in each category are listed below.



### Ages 4-6 (28)

First: Sofia Bennett  
Second: Jaden Conneley  
Third: Zoe Safgalan

### Ages 7-9 (15)

First: Holly Zipay  
Second: Maya Ouidit  
Third: Faith Calvelo

### Ages 10-12 (12)

First: Spencer Blunt  
Second: Leigh DeChillo  
Third: Nicole Link

Kudos go to Roberta Labaw, Jonette McNaughton, Joey McNaughton, Bob Harris, Gloria Fouts, Bonnie Waxman, and Chris Tennyson for helping with the event.

The Chalk Art Contest is part of the City's Easter Activities. Over 1000 people attended the event, which started with a pancake breakfast, and ended with the traditional Easter Egg hunt.

We'll see you all again in a year!

## BUSINESS PLAN FOR THE FOUNDATION ALMOST READY!

We have been working for several months to develop a business plan for the Foundation. The purpose would be to ensure the Gallery & Art Center is financially solvent and ultimately a revenue generator for us. In addition, it maps out how we can use our special events and fund raising efforts to meet our goals of providing services to our artist/members and support for the Community, not to mention leaving enough left over to run the operations!

At the Board's May meeting, we will consider an outline of that plan.

The main focus is the need to provide a facelift for the exterior and interior of the

Art Center. More landscaping, new signage and possibly some building façade improvements are called for in front. The Gallery area needs new paint, a different wall covering and new lights, as well as



more pleasing flooring. These improvements will cost at least \$12,000 and

we hope to raise the money from businesses and sponsors, and through KickStarter, an online funding mechanism.

Beyond physical improvements, we need to dramatically step up our advertising efforts to increase foot traffic and sales. An ambitious budget is called for (from the \$30,000 we are at now to \$35,000 and ultimately to just over \$50,000), in order to cover our full costs and let us give back to the community and our members.

Once the plan is finished and adopted, we will put it on our website and Facebook page.

Funding for the plan came from a Napa County Capacity Building Grant.

## WELCOME NEW MEMBERS

We still get more member sign-ups. Our total membership is now at 69 and growing! We hope to get even more after our "Members Only" Reception this May 16 at the Gallery, starting at 7pm.

Below is the list of our newest members, or recent renewals:

- Terry Birkholz (renewal)
- Lee Bufalini (renewal)
- Marjorie Crowell
- Ada Dempsey
- Fay Gonsalves (renewal)
- Ronald Hamilton
- Paul Hippauf
- Therese Key
- Edith Lothrock
- Ray Marcus (renewal)
- Paul & Dana Shigley



## Latest Developments at the Foundation

There's plenty going on, and here are a few examples.

**High School Scholarship:** ACAF agreed to provide another \$500 scholarship to a graduating High School Senior who wants to pursue a career in the arts. The Awards Ceremony will be Wednesday, May 15 at the High School Theatre.

**New Website:** We have also completely redid our website. It's still [www.amcanart.org](http://www.amcanart.org), but it's easier to update and add photos, links and news articles. We will also begin to upload Board minutes, newsletters and other Foundation documents, so there's a permanent site to keep our records. It should be going online any day, so check it out.

**New Classroom is ready!** Just in time for our Members Only Reception. The room is

already full with art supplies and materials (we'll figure out a way to make better use of the space!). We have two programs going: Pam Jones ceramics and porcelain classes and Debra Hodge's art classes for youth. We are talking to other instructors for classes in watercolor, collage, silk painting and the written word for Teens. Very Exciting!

If you want to teach, or want to take a class, let us know!

**A new Cash Register:** It doesn't seem like much, but it should make life a lot easier, at least for the Treasurer!

It will take some time getting used to it, but it will make ringing up the sale easier; the data will then expedite paying artists for their share of sales and also speed up getting our financial reports out. We hope to roll the register out in May or June.

## More Grant Money?

We have been recommended for additional funding from the County. We will know for sure at the Board of Supervisors meeting scheduled for 10:45 on May 20.

The County's Arts & Culture Advisory Committee recommended the Foundation for almost \$10,000 in funding from the County's Special Projects Fund. However, we ranked near the bottom of the list of applicants, so we won't know for sure until after the meeting.

The grant will be used to develop a marketing program, possibly update our logo and overall "brand", as well as to pay to print marketing materials, such as brochures promoting the Gallery & Art Center, and the Foundation itself.