

The Informer

American Canyon Arts Foundation Newsletter, June 2014

May—A Great Month to Show Art!

Two Receptions in one month! First, we held our **Members Only Reception**, for new and returning members (and their guests!) on Friday, May 16. We had a good turnout, with approximately 40-50 people attending.

We also picked up several new members as well: Vice Mayor Belia Ramos-Bennett; Parks & Community Services Commissioner Beth Goff; and two

student members, Asia Ellington (also our 2014 Scholarship Recipient) and Christina Edwards (Congressman Mike Thompson's Napa County Student Artist Winner).

We also asked for members to join one of our working committees. If you couldn't make the reception, it's still not too late to join a committee. We will be sending out meeting

notices in June, and we will email/copy the membership, in case others want to attend.

The **second reception was hosted by Springhill Suites** at Napa County Airport, on May 22. Another good showing of 30-40 people, both hotel guests and our own membership.

This was unexpected but certainly appreciated. Refreshments were from Frida's Mexican Grill and

Jamieson Ranch Vineyards. We want to thank **Charmaine Woods** for organizing the reception and **Nathell Buford** and **Rozalind Sinnamon-Johnson** for taking the lead on hanging the artwork.

The picture above is courtesy of **Paul Hippauf Photography**, and was taken at Springhill Suites.



JEWELRY & ART SHOW

JUNE 21, 2014

Award winning artist, **Gloria Prince**, will have her jewelry on display and for sale. Artwear accessories will be available. Her show is from 1-5 pm. Also, "People's Choice" winner, **Ann Griffith's** art will be on exhibit at the Gallery, from June 16– July 26. A reception for both artists will be held Saturday, June 21, from 4-7 pm.

Asia Ellington—Our 2014 Scholarship Recipient

Congratulations to graduating senior, Asia Ellington, our 2014 scholarship winner. She currently works part-time at Discovery Park in

Vallejo as a cartoonist, and plans on attending community college in the Fall.

In addition to a \$500 scholarship, Asia received a complementary student membership in the Foundation.



Scholarships to graduating seniors that want to pursue a career in the arts is one of our main community goals.

Several years ago we established the Lorraine LaVoie Scholarship Fund, in memory of one of our founding members. Donations made to that fund go towards scholarships and other contributions to our local schools for art-related programs.

We wish Asia all the luck and success in the world.

Camps, Classes and More

As Summer rolls around, we are preparing for two summer camps. Spread the word and let people know they can sign up online or by contacting the Gallery.

Fine Arts and Illustration, with Ms. Debbie—June 23rd to June 27th, from 9:30 to noon, at the Gallery. Subjects include drawing and painting; landscapes, portraiture and cartooning. Designed for 1st –12th grades. Price is \$150/student, with a 10% discount for siblings.

Arts and Crafts Day Camp—July 7th to July 11th, 9:00 to 12:30 daily, at the Gallery. Jan Harris will be the instructor. Various arts and crafts projects will be offered, along with Charlie Bear's Great Adventure! Price is \$120/student, and you can sign up online or at the Gallery.

We are still building our **ceramics program**, and hope to add **watercolors** and **writing classes** in the near future.

PLANNING EFFORTS FOR THE NEXT SIX MONTHS!

Now that our Business Plan is nearing completion, we have started to reflect on the results of that plan, as well as our adopted Two Year Work Plan.

First, we will update our marketing materials and brochures. Thanks to receiving another grant from the County, a graphic artist will be used to refresh our logo and overall “brand” image, and then work with us to prepare new brochures, flyers and other marketing materials.

In addition to our marketing efforts, we will also develop a Volunteer Incentive Plan, to encourage more member participation and recognize the hundreds of hours donated to



the Foundation each year. This program will involve developing job descriptions for the various roles that need to be filled, and then identifying the types of incentives that can be offered to our member/volunteers.

Last but certainly not least, will be to

remodel the front entrance and overall appearance to our Canyon Gallery & Art Center. This will involve landscaping, signage and some façade improvements. The goal is to make it more inviting and pleasing to potential customers.

These improvements will also involve fund raising! We need at least \$7,000 to do it right, not to mention another \$5,000 for interior improvements to the Gallery section. Please see the article below on Jennifer Lockette’s very generous donation to help us get there!

We’ll keep you in the loop as we move forward on these projects.

WELCOME NEW MEMBERS

As the Summer begins, memberships start to decline. Still, below is the listing of new members in May:

- Vice-Mayor Belia Ramos-Bennett
- Parks & Community Services Commissioner Beth Goff
- Asia Ellington (student member)
- Christina Edwards (student member)

MOM’S CLUB HAD FUN!

Fifteen members of the Mom’s Club signed up for a one evening Watercolor Painting class, taught by Bob Harris. By all accounts, everyone enjoyed themselves.

Perhaps we could do this on a monthly basis, with the topics rotating from painting to photography, from jewelry to

sculpture, and so on.

Interested members of the community could sign up for the course that strikes their fancy or just for fun.

Let us know if you would like to be considered for one of the teaching spots, and/or if you know of people who would like to sign up for the monthly classes.

Is the Foundation on Fire?

A strange remark, to be sure. But this was what one member commented after he read our draft Business Plan. What he was referring to was that we are operating at a loss and have been for the last three years. This has to change, and the Business Plan is intended to give us a roadmap to success.

It will involve at least four strategies.

1. *Avoid the reuse of the building. The site is listed for sale, so we need to make sure we don’t lose our space!*
2. *Improve the overall appearance, especially our “curbside appeal.”*
3. *Run the Art Center like a business. Each program (Classes, Gallery, Boutique) needs to pay for itself, either with more activity or adjusting our fees for service.*
4. *Our Special Events and Fund Raising needs to be more robust. Right now, we generate \$3-5,000 annually—that needs to jump to \$15-20,000!*

Overall, we need to increase our annual revenues from the current level of \$20-

25,000 to at least \$35,000 (to break even) and to \$50,000, in order to operate at a comfortable level and provide the community support and member services that we should be offering.

There are many programs that will need to be developed and implemented to accomplish all of this, from volunteer incentive plans to capital fund raising campaigns; and from better use of our Gallery space to exploring online sales.

In the end, we need all the member support we can get, which is why it is so important to attract new members and to keep the ones we have. But membership *alone* is not the answer. We need you to volunteer on our committees and help at the Gallery.

To date, we have been fortunate to have dedicated and hard working Board members, as well as many very capable members.

Thank you for your hard work—we couldn’t have made it this far without you!

We hope others will follow in their footsteps. Together, we can make things happen!

THANK YOU, JENNIFER LOCKETTE



Jennifer Lockette, with her husband, Reginald, at our Annual Dinner/Meeting.

At our Members Only Reception, President Mark Joseph spoke about the need to raise money to put a new face on our Gallery.

When member artist, Jennifer Lockette, heard this, she made some inquiries, and the next thing we knew, she donated \$1000 towards this project!!

We are grateful for your generosity, and we encourage our readers to extend their thanks and appreciation to you as well. **Thank You, Jennifer!**