

The Informer

American Canyon Arts Foundation Newsletter, July 2014

Expanding our Art Class Program!

We know that classes may be the best way to improve our finances and provide a service to our community and our members. The fees help pay for the Art Center; our instructors get a few bucks and we get more foot traffic into the Gallery!

So, for the last two months we have been working on class schedules, finding instructors and designing the forms to run the class program. We couldn't have done this without the help of

Carolyn Patricia Scott, who has done most of the work, contacting instructors and organizing the class schedule.

We will be offering classes from doll making to watercolor painting, from the written word and illustrations to jewelry and silk painting. The full list will be on our website (www.amcanart.org), and you can sign up or

pay for the classes online, as well.

We plan on having flyers ready for this Fourth of July, as well as advertising through the School District and in the local papers.



Instructor Debra Hodge, teaching two students at the Gallery.

On Saturday, September 13, we will hold our first "Registration Faire" to get as many people signed up as possible. This all day event will be at the Gallery and is scheduled right before our fall sessions start, which is

from September 15—

November 22. In the first year, we just want to get the program started and work out the bugs. In the future, we will build up our student enrollment, expand our offerings and see if we can hold classes off-site, such as in the Mobile Home Parks & Apartment Clubhouses, or the City's Senior Center.



FOURTH OF JULY

FESTIVITIES

There will be a pancake breakfast in the morning; followed by a parade at 10:30 a.m. Festivities will go on all day at Community Park #2 at the Corner of Elliott & Donaldson (including our Art Wall—see related article!); and of course, a spectacular Fireworks Display starting around 9:30 p.m.

A New Event for the Fourth—The Art Wall!

In the past, we have sold beer and wine, artwork and crafts, or just provided information for the people attending.

But this year, we're doing something different for the Fourth of July!

At the request of Rich Peterson, the Volunteer organizing the Festival activities for the event, we will have two 4'x8' panels

available for painting patriotic scenes, courtesy of artist member **Tom Contreras**.



This is an activity for the kids, and we plan on exhibiting the finished product at the Gallery.

This could become a new tradition for the Foundation and the City's Fourth of July Event.

Make sure you stop by the Art Wall on the Fourth!

Get Engaged! Join a Committee!!

It may not sound exciting, but we need our members to sign up for one of our operating committees.

There are four committees:

- *Special Events*
- *Member Services*
- *Community Support*; and
- *Marketing & Development*

There isn't space here to describe each of the committees, but we need your help to plan our annual events; organize field trips and activities for our members; support the City and community groups with art-related activities; and promote our programs and raise money for the Foundation.

We will be sending out email invitations when these committees meet, so you can show up and help, based on what feels right for you.

Mid Year Budget Status

The fiscal year is halfway gone, and the Board of Directors will be reviewing our financial condition at their July 8 regular meeting. Here is a preview.

First, we planned on earning \$45,560 in revenues this year; through the end of June, we have collected almost half, or \$21,448. Most of that (61%) comes from the Canyon Gallery & Art Center.

On the expense side, we planned on spending the same amount as we earned, but we already spent 55% of that, or \$25,171. Again, the Gallery is the biggest cost item at \$18,321, or almost 73% of the budget.

As you can see, we spent more than we earned, and the Gallery is the main source for that gap. Two reasons for this are the

drop in space rentals in the Fine Arts Gallery, and the loss of extra revenue from renting the Gallery to a local church on Sundays.



A third factor—renting the rest of the building to have a dedicated classroom—is adding to the deficit, but this will also let us generate more classroom revenues. Our recently completed Business Plan recommends we pursue classes as the best way to recover the costs of the Center.

Projecting to the end of the year (December 2014), we estimate we will bring in almost \$55,000 in revenues (including an unexpected \$9700 Marketing Grant), but spend a little over \$57,000, resulting in a year end deficit of \$2600.

In order to eliminate the deficit, we need to have a successful Winterfest, and at least one or two successful fund raisers. We are also going to solicit direct sponsorships from local businesses and patrons of the arts, in order to meet our revenue goals.

For example, Brenda Knight's Music in the Park is going to take a year off, but Brenda has agreed to send out an appeal to her regular sponsors to still contribute a portion directly to the Foundation. **Thank you, Brenda!**

WELCOME NEW MEMBERS

You know it's summer time, since memberships have dried up!

This month we only had one new member: **Carolyn Patricia Scott**. Carolyn will help with the Classroom program, as well as teach.

Hopefully, we will get more memberships next month. Tell your friends!!

Any Suggestions to Improve our Looks?

We heard it from our customers, our Business Plan made a major point of it, and thanks to **Jennifer Lockette**, we even have money to address it: **Our Front Entrance needs work!**

We have received some suggestions about adding more landscaping and new signage, as well as repainting the

building. Artwork could be added (after all, we are an Art Center!).

We want to hear from our members. If you have ideas, or want to help, let us know.

You can call or stop by the Gallery, or email us at amcanarts@gmail.com.

Open Studios Planned for August 23-24

Our 12th annual Open Studios is being planned for August 23-24.

In the beginning, most of the studios were in member homes. Lately, we have focused on bringing the artwork to commercial space along the Highway Corridor—mainly for the ease of finding the art!

This year, we are looking at the Gallery, of course, but also vacant space at Palby's Junction or Canyon Plaza. You can still host a studio at your home, if you want to.

We are a little behind in planning the event, but give us a call (707/557-2176) if you are interested in participating. We will also have

something on our website, *after* the Fourth of July festivities are over.



Board member, Joey McNaughton, doing a little painting during a prior year Open Studios event.

We started the Open Studios in 2002, when Bonnie Waxman took the initiative to organize the event. There have been some changes here or there over time, but it still remains an

opportunity for local artists to get together and enjoy some food and refreshments, and do a little painting!

We're online at www.amcanart.org!

JEWELRY TRUNK SHOW

We held our first Jewelry Trunk Show at the Gallery on June 21. We had a good turnout, made a few sales, and then hosted a reception for the artist, **Gloria Prince**, as well as for our "People's Choice" winner—**Ann Griffith**.

Ann's work will be on display at the Gallery until July 26.

The Gallery is open Wednesdays through Saturday, from 11—5.

Marketing Grant Starts in July

We expect to receive \$9700 from Napa County. The money will be used to print brochures and post cards, and refresh our logo and overall look. There is money to produce a Marketing Resource Guide as well. The Marketing & Development Committee will oversee the project.