

The Informer

American Canyon Arts Foundation Newsletter, February 2015

Call for Artists! 2015 Art Extravaganza

Our annual Call For Artists (CFA) for the **23rd Annual Art Extravaganza** is out. The event will be held from April 1-9, 2015 at **Jamieson Ranch Vineyard**.

You can download a copy from our website (www.amcanart.org) or from our Facebook page (www.facebook.com/amcanart).

The format is similar to last year—we have 8 different categories; you can enter as many pieces of art that you would like; and it is a juried show. We will have a silent auction.

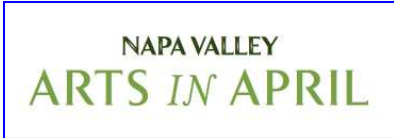
The entry fee is \$20/piece, but only \$10 if you are an ACAF member. The deadline to enter is March 13, 2015.

This year we will also feature exhibits from **Mario Chiodo**, a nationally recognized sculptor, who will also be speaking on April 8 at the winery. His talk is “From Monsters to Monuments.”

Jamieson Ranch Vineyard (one of our sponsors) is hosting the event for us, so it will be a great opportunity to see their “Fresh

Coat” exhibit of urban artists.

This is all part of the Napa Valley Arts in April program. Art-related events will be held throughout the Napa Valley during the month of April.



We are also working with the

Watson Ranch developers to offer a tour of their proposed Napa Valley Ruins & Gardens (formerly the Town Center site in American Canyon). In addition to seeing and hearing about the project’s potential, there is a lot of urban art on the site. This tour is scheduled for Saturday, April 11, from 1-4 p.m. With enough interest, we may also organize a paint-out at the site.

Lastly, we will have a number of local artists showing their work at various locations in the area, including Umpqua Bank, and local hotels. More about that next month!



BLACK HISTORY MONTH

“Celebrating the African Diaspora”

Selections from the collection of **Nathell and Lawrence Buford**. Sponsored by **Umpqua Bank** in American Canyon.

Location: **Umpqua Bank**, 3417 Broadway, Suite J-2

Dates: February 2-27, 2015
Hours: Mon-Thurs, 9am-5pm; Friday, 9am-6pm.

Open and free to the public.

Cleven “Goodie” Goudeau

ACAF Member and Art Instructor for the Gallery, Cleven “Goodie” Goudeau, passed away on January 26. He was 83.

Goodie was an award winning advertising artist and loved to teach young people about art and illustrations.

Most of his time was spent in Vallejo, but recently he agreed to be one of our instructors at the Gallery.

This is a big loss for the Art World.



Annual Dinner—January 11

We held our annual membership meeting/dinner Sunday, January 11 at LaStrada’s Restaurant. Over 20 members attended.

We had a great dinner and elected the following members to serve on the Board of Directors:

- **Laura Keiser**
- **Roberta Labaw**
- **Francoise Bowlby**
- **Lynn Dykstra**
- **Jennifer Lockette**

We passed out copies of the Annual Report (electronic versions will go out this month), and unveiled our new Logo (next page).

There was also a lively discussion on whether to stick with the Art Classes program or let it end for now, and research/study the issue to make sure a second effort would have a better chance at success. Read more to see how it turned out!

Developing a Marketing Plan for ACAF

First, it started with a new logo, which was just approved by the Board. Thanks to a grant from Napa County, we were able to work with **FastSigns** (one of our sponsors) to refresh our old logo and now we're ready for a complete Marketing Plan.

Next, we will be working with one or more businesses to analyze our organization and start with the "big picture." This involves making sure we are clear on our mission and vision—what is our "brand?"

From there they will offer us

recommendations in a number of areas: how to update our letterhead and "collateral" (a fancy name for flyers and brochures!), develop templates for "Save the Date" postcards and Flyers; and establish schedules for organizing

promotional campaigns for our annual special events, or for updating our website and Facebook page.

A related task will be to organize all the media contacts in one database, so we can send information (electronic or hard copy) quickly without forgetting anyone!

In short, we're going to get our act together when it comes to promoting our special events and programs!!

And we need to get it done before April 30, when the grant funds have to be spent!



Membership News

Here's the latest list of members (and if we missed you, please let us know!):

- Beck, Brent (**New**)
- Birkholz, Terry
- Griffin, Katherine
- Holsten, Angel
- Johnson, Robert
- Lloyd, Harriett
- Keiser, Laura
- McNaughton, Jonette

You can still sign-up, even if the new rates are now in effect (\$10 for students; \$35 for individuals; \$65 for families).

Signing up can now be done completely online: there is an automated Membership Application form and you can always pay via PayPal. Click [here](#) to go directly to the website.

Our goal this year is to add value for your membership. For example, members will get a discount to enter our Art Extravaganza show, as well as a new Speaker Series.

Members will get preference to show their artwork at local hotels and public buildings. We will continue to add more opportunities and benefits throughout the year.

Later this month we will start sending out our new Membership ID Cards to our members.



Artistic Expressions Center

When one door closes, another one opens!

A group of ACAF members decided to continue the art classes at the current

Gallery location, taking on the costs (and the opportunity!) themselves. Renamed the **Artistic Expressions Center**, it will offer ceramics and fine arts classes, as well as workshops. **Laura Keiser, Jonette McNaughton** and **Pam Jones** are the new owners.

They will only use the center section—the landlord will rent the front and back offices to other businesses.

ACAF will continue to be involved—for example, we will rent space from them for meetings and special events. Over time, we will need to find our way when it comes to the role of AEC and the Foundation, especially when it relates to Workshops and training opportunities.



Our new mailing address, as of January 1, 2015:

**101 W. American Canyon Rd #508-163
American Canyon CA 94503-1163**

Results from our Board Retreat

We held our annual Board Retreat at the **Fairfield Inn & Suite** (one of our sponsors!) on Sunday, January 25. Starting with breakfast at 8:30, we worked through the morning and ended at noon.

First, we appointed officers. **Mark Joseph** returned as President; **Nathell Buford** is Vice-President, **Lynn Dykstra** is Secretary/Treasurer and **Chris Tennyson** is the Immediate Past President. We also appointed key Committee Chairs: **Ada Dempsey** for

Marketing & Development; **Laura Keiser** for Community Support; and **Nathell Buford** for Member Services (and also Chair of the Art Extravaganza event—she'll be busy!).

Then we discussed our two year work plan. We want to finish incorporation (held up due to lack of funds), get our insurance in order, and reach out to other art associations in the area.

We also want to start a quarterly Speaker Series, and provide more

opportunities to show our members' works in the community, such as local hotels and public buildings.

We'll continue most of our community support programs, from the Chalk Art Contest to Student Scholarships.

Lastly, we'll complete our marketing plan grant (see above) and develop a reliable fund raising program, based on two signature events, a membership drive in the Spring, and a sponsorship campaign in the Fall.