

ADIRONDACK ART ASSOCIATION

gallery news



FALL 2010

The Adirondack Art Association is a non profit organization whose purpose is to encourage good friendships among artists and art enthusiasts alike. By providing social activities including gallery openings, educational workshops, and lectures, the AAA continues to encourage community creativity by offering many means of art appreciation. You will find local artists' work for view and for sale in our gallery along with a wonderful collection of gift items made by local artisans. Thank you for joining us in celebrating the creative mind.

Greetings from the Board

As we wrap up another year, we are already looking to the season ahead. 2010 presented us with many challenges, but with the help of members and community volunteers, we were able to keep the gallery open and promote our local arts. We sincerely thank all the volunteers who stepped up to help and look forward to working with you all again next year.

In response to member concerns and comments, as well as a need to look at the "big picture" of the AAA, the Board held a retreat following the annual fall member dinner meeting. Among the many items discussed were the functioning of the gallery in 2011 and the operating budget. In an effort to keep our members informed, we have included as much information as possible in the following pages. Please be sure to read through, as there are some important changes coming to the membership, and new initiatives underway.

As always, we thank you for your support and invite you to share your thoughts and comments with the Board by emailing us at members@adirondackartassociation.com, or by visiting the gallery next season.

Core Volunteer Initiative for 2011

After much discussion and analysis regarding gallery operations this past summer, specifically the loss of our director and gallery assistant and the resulting reliance on volunteers to keep the doors open, we have made the decision to reformat the current working structure.

Many members suggested we consider moving to a full co-op structure, similar to the Adirondack Artists' Guild. While that format works for them, we have a large number of non-artist and artist members unable to volunteer and administrative work that would still require a director or coordinator.

The proposed structure would be a compromise of our current operating structure, a part time gallery coordinator, with the addition of a **co-op option for exhibiting members**, what we will now refer to as our **Core Volunteers**.

Exhibiting members who sign up to be Core Volunteers will have the option of receiving a reduction of the gallery take (currently 30%) in return for committing to regularly scheduled gallery shifts for the exhibiting season, ex: Fourteen (14) hours per month. Core Volunteers will also be trained prior to opening on the day-to-day operating procedures of the gallery.

We would not be able to keep this organization afloat without our volunteers and we see this as the best of both structures and an improvement for the financial health of our organization going forward. You will notice that the 2011 budget only allows for part time payroll, therefore we will be focusing our efforts on making the Core Volunteer program work effectively.

Please mark on your 2011 membership card, your interest in the Core Volunteer Program or email us at members@adirondackartassociation.com to discuss details.

Membership Changes

Help the AAA get a jump on 2011 and send in your membership form early! For 2011, there are four membership levels through which you can support the AAA: **\$35-69 Basic Membership, \$70-99 Friend of the Association, \$100-499 Contributing Membership, and \$500+ Gallery Champ!** Remember, anyone can be a member, so be sure to invite new art supporters to join us! For a membership at any level, you will receive AAA updates and newsletters, 10% off AAA workshops, and a standing invitation to all AAA events. In addition to these benefits, Contributing Members will also receive 10% off all gallery purchases over \$100, and Gallery Champs will receive 15% off all gallery purchases over \$100!

For our exhibiting members, you'll notice there is now a **\$40 gallery fee, in addition to the membership.** We've done this to clarify that anyone can be a member, but in order to exhibit with us you must meet the following criteria: be a legal resident or property owner in Clinton, Essex, Hamilton or Warren County in New York, and be over the age of 18. The \$40 gallery fee allows members to contribute three original fine artworks in each of the member shows, and will help us better cover gallery maintenance and expenses.

We thank our membership in advance for their continued support of the AAA, and look forward to a wonderful 2011 season!

2010 Workshop Wrap UP

With community arts education being an important part of our charter, the Adirondack Art Association hosted a number of workshops during the 2010 season. All of the workshops were made possible through generous grants awarded from the Essex Community Fund and the Arts Council of the Northern Adirondacks. We sincerely thank both organizations for supporting the AAA in our efforts to support arts education in our local area.

Children's Workshop with Local Author's Amy Guglielmo and Steven Kellogg

Amy Guglielmo, author of the Touch the Art book series, held two workshops this summer. The first gave children an opportunity to create their very own puppets, introducing them to master painters.

Amy returned in September with a very special "Monet's Garden Party" workshop for young artists aged 4 to 6. Every realm of creativity was touched upon - from baking "Impressionist Toast," to crafting "Garden Party Crowns" and painting their own place mats...all with Monet as their muse.

Steven Kellogg inspired 4 to 8 year olds with his uplifting and energetic reading from his Pinkerton books and invited the children to make up their own story. Not a sound was made as the young artists immersed themselves in the creation of their very own story that they then went on to share with all.

This series was supported by a grant from the Essex Community Fund. Many thanks to Nina Favata for organizing and to Dee Myers for supervising, and a huge "Thank You" to Amy and Steve for engaging our young minds. We look forward to providing more of these type of workshops!

For more information, please visit their websites:

Amy- www.touchtheart.com

Steven- www.stevenkillogg.com

Artists' Workshop Series 2010

This summer two workshops were held to give people the opportunity to learn or expand their technique in two different areas of media.

Kevin Raines, one of our featured artist for the 2010 opening exhibit, provided a workshop in July on Plein Air that got students outside and responding to their surroundings while learning watercolor techniques and refining landscape forms.

James VanHoven, Jr taught a two-day workshop on printmaking techniques. The workshop was held at the Atlas Silo Studios where six eager students learned intaglio, woodblock, collagraph, and etching techniques. Many were refreshing their printmaking skills, while others introduced new methods to their processes. A jam-packed weekend that resulted in a great variety of prints and tired participants.

This workshop series was made possible, in part, with a Developing Community Arts Grant with public funds from the New York State Council on the Arts Decentralization Program administered locally by the Arts Council for the Northern Adirondacks.

Please visit both of these artist's spectacular websites to view their work.:

Kevin- www.kevinrainesart.com

James- www.settlementstudio.com

Financial Review*

2010 Income

Income from gallery sales	\$8100
<i>(30% total collected by AAA, does not include sales tax collected)</i>	
Memberships	\$6120
Donations <i>(Includes Opening Gala Fundraiser)</i>	\$2385
Grants <i>(for workshops)</i>	\$2000
Workshops <i>(Fees paid by students)</i>	\$540

2010 Total Income: \$19,145

2010 Expenses

Payroll <i>(partial season)</i>	\$4300
Rent	\$5000
Openings <i>(Includes Opening Gala Fundraiser)</i>	\$1500
Utilities	
Verizon <i>(phone)</i>	\$693
Electricity	\$1000
Cablecom <i>(internet)</i>	\$400
Insurance	\$586
Bankcard Fees	\$665
Publicity	\$750
<i>(Includes postage for mailing and website fees)</i>	
Gallery Maintenance + Office Supplies	\$1600
Workshops	
Children's Workshop	\$1204
Painting + Printmaking Workshops	\$1430
Losses	\$800
Annual Member Dinner Meetings	\$300

2010 Total Expenses: \$20,228

2010 Deficit: \$1083

2011 Proposed Budget

Payroll <i>(Part time Gallery Coordinator)</i>	\$4000
Rent	\$5000
Openings	\$1250
<i>(\$50 for Youth, \$400 for Fundraiser, \$200 each for four receptions)</i>	
Insurance	\$586
Bankcard Fees <i>(flat sales)</i>	\$665
Utilities	\$2000
Publicity	\$1000
<i>(\$100 printing 2 newsletters, \$400 postage, \$245 printing 7 sets of postcards, \$150 advertising, \$60 website)</i>	
Gallery Maintenance.	\$500
Office Supplies	\$200
Software	\$200
Losses	\$500
Workshops	\$1500
Member meetings	\$400

2011 Total Proposed Budget: \$17,894

Survey Says!

In an effort to better understand the needs and wants of our artists and members, to in turn better our organization, a survey was made available this fall online. This survey will remain available for members to add their input. It is easy to use and anonymous and can be accessed by visiting :

<http://www.surveymonkey.com/s/KT5TGP5>

Here is a brief synopsis of the survey results to date:

- 80% responding are artist members.
- The majority of respondents are seeking local exhibiting space and supporting local arts, both of these are most rewarding aspects of the AAA.
- Respondents would like to see more workshops (artist professional advancement) and lecture series.

Comments and suggestions were posted and we would like to address a few topics that frequented the survey:

Q. More timely sending of artists payments and computerization of sales/records.

A. This winter we plan to move all of our sales and finances to Quickbooks. This will allow greater organization of inventory and more complete sales records. Artists' payments will be scheduled either monthly or bi-weekly and will be accompanied with an itemized sales sheet for their records.

Q. Frequency of exhibits?

A. The gallery operating schedule has a short window of time, end of May to September, to provide exhibits that have a long enough run period to enjoy, but enough change so shows don't become "stale." Changing exhibits involves drop off/pick up, a day (or two) of hanging, creating labels, updating inventory, creating invitations, arranging openings, advertising, and much more. We are definitely open to ideas on how to improve the exhibiting schedule to help make it run more effectively.

Thank you for all that have taken the survey, and we encourage all else to make your voices heard to help us better serve you! Again visit:

<http://www.surveymonkey.com/s/KT5TGP5>

Financial Review, Continued

* Please Note: The fiscal year of the AAA is currently October 1 through September 31. This report reflects the time period of January 1, 2010 through December 1, 2010. Some numbers have been estimated or rounded.

2011 Show Schedule

Young Artist Exhibit

May 20 - May 25

Opening Reception Friday, May 20

Season Opening Fund Raiser

May 27 - June 8

Opening Reception Friday, May 27

Member Exhibition I

Drop Off Day Wednesday, June 8

Opening Reception Friday, June 10

Member Exhibition II

Drop Off Day Wednesday, July 6

Opening Reception Friday, July 8

Member Exhibition III

Drop Off Day Wednesday, Aug. 3

Opening Reception Friday, Aug. 5

Member Exhibition IV

Drop Off Day Wednesday, Aug. 31

Opening Reception Friday, Sept. 2

Final Pick Up October 12

Emily Phillips is organizing an **Artists' Studio Tour** for 2011 that will encompass the region of the Boquet River Valley. This will include the towns of Elizabethtown, Essex, Willsboro, Westport and their respective hamlets. Please contact her for more information at: egphillips@me.com

Gallery Wish List

The AAA is seeking the following items for donation to the gallery. If you have other items you think might be useful in the gallery and would like to donate, please contact us!

- Step ladder
- Tools / tool box
- Broom / dust pan
- Calculator
- CD player / stereo

AAA Board Members

Gina Brightwell, *Chairperson*

Susan Britain, *Secretary*

Catherine Covert, *Vice Chairperson*

Emily Phillips, *Treasurer*



ADIRONDACK ART
ASSOCIATION

P.O. Box 51 ~ Essex, NY 12936
(518) 963 - 8309