

CSA/NMAM Minutes – All-member meeting January 14, 2015

The meeting was called to order at 7:10 PM. Members in attendance were:

Susan Winstead	Fran Hahn	Barbara Rosen	Theresa Laferriere	Ed Pierre
Tricia Simmons	Denise Elvrum	Patricia Price	Jackie Anderson	Nancy Daviz
Tammy Wenderlich	Chip Kamber	Chip Babb	Mickie Sharp	Sarah Sadler
Stefan Chakerun	Rick Snow	Cathy Veblen	Cheryl Cathcart	Dave Sabo
Sandy Rasmussen	Ric Speed	Ken Duckert	Ron Klimek	Amy Ditto
Bill Davis				

Ken Duckert, as the new president, chaired the meeting and began with saying that the CSA/NMAM needs to establish a philosophical base to define the direction it needs to move toward.

He also extended thanks to Carol Klimek for her help in the transition of presidents.

The other new officers include Amy Ditto as vice-president, while Ron Klimek will continue as treasurer and Ric Speed as secretary.

In addition:

- Rick Snow will serve as community liaison and is working with the Corrales Art Center.
- Bill Davis is a member-at-large. He is a retired judge and offers legal advice to the organization
- Sandy Rasmussen is also a new member-at-large. She is involved with Main Street and the Corrales Art Center and will provide insight into the goings-on in Corrales
- There are also three new “advisor” positions:
 - Denise Elvrum
 - Chip Kamber
 - Bonnie Mitisek
- Dave Sabo will continue as chair of the jury committee, and current committee members will continue to serve.

Ken expressed what he sees as the goals for CSA/NMAM in 2015:

- Strengthen CSA/NAMA by focusing on building relationships – We need to have members express their needs and ideas
- Expand the participation of members
- Evaluate sponsored events and revise as needed – Art in the Park especially needs new ideas and ways to increase participation of artists as well as public attendance.
- Promote understanding of art values – upgrade quality of art presented by CSA/NMAM
- Develop more effective ways of communicating events to the public – increase attendance
- Explore co-ordination of effort with other Corrales art groups.

Ron Klimek gave a report recapitulating the events of 2014 from a financial viewpoint as well as a Treasurer’s Report, an outline of which is attached to this email.

There was a question asked, “How many members do we have and what should be an ideal number as a goal?” As an answer, currently there are 120 members after removing those who have not paid the dues that were due July 1, 2014. It was suggested that in the future, after 45 days of non-payment, i.e. by August 15, the dues should increase by 15%. This idea, as well as ideas concerning the ideal number of members will be given further consideration.

All-in-all, the bottom line is that CSA/NMAM will probably lose money in 2015, but there is sufficient reserve in both checking and savings accounts to cover the shortfall.

Part of the expected expenditures include making new signs and banners for the big three events. (At the Holiday Fest, it had been announced that the hours were till 4:00 PM, yet there were old signs on the street that said 5:00 PM.) *Anyone who is interested in helping design new signs as well as new logos for the events and CSA/NMAM itself should contact Ken (kenduckert91@gmail.com) to offer their services.*

There was a discussion of what is the ideal number of artists to participate in CAST and should the current limit of 75 be increased. Rick Snow said in previous years, 70 had been the limit, but it had been increased to 75 the past couple of years. 85 was mentioned, as it seemed that there were still more people expressing interest in participating. (At the time of this writing – Jan. 20th - there are 71 artists signed up.)

The main limits to how many people can be accommodated are two:

- Room to show one work from each artist in the preview gallery, and
- The size of the brochure and the density of the map of different locations.

Currently (Jan. 20th) there are 39 locations; 18 with only one artist, and 21 hosting a total of 50 artists with 3 artists yet unassigned a location.

CAST already has several groups of people doing good work and being on schedule.

The pertinent dates for CAST are as follows:

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| • Wednesday, April 15 th | CAST potluck dinner, 6:00 PM (location TBA) |
| • Friday, April 17 th | Sign/Participant Package pickup – 3:00 – 6:00 PM |
| • Thursday, April 30 th | Preview Gallery Reception – 3:00 – 6:00 PM |
| • Friday, May 1 st | Preview Gallery, Via Acequia - 1:00 – 5:00 PM |
| • Sat/Sun, May 2 nd -3 rd | Preview Gallery, Via Acequia – 10:00 AM – 5:00 PM |
| • Sat/Sun, May 2 nd -3 rd | Corrales Art Studio Tour – 10:00 AM – 5:00 PM |
| • Monday, May 4 th | Art Pickup/Sign Return – Via Acequia |

A suggestion was made that CSA/NMAM create a QR code that people with smartphones could use to access the website, and further discussion expressed the idea that not very many people (outside of nerds) really use QR codes.

It was suggested that every member submit a short bio or artistic statement that could be used in various ways – on the website, perhaps on the brochure, etc. An email will be sent to all members requesting that they send something to Ken (kenduckert91@gmail.com) – providing they feel comfortable doing so.

Since there has not been success in finding someone to take over the newsletter and website maintenance, Ken has drawn up a series of contracts with Carol Klimek to provide these services:

- Newsletter – 6 letters per year (bi-monthly) at \$125/letter \$ 750.00
- CSA/NMAM web page – maintain existing pages at \$100/month \$1200.00
- CAST web page – create new pages including one per artist \$1500.00

The total of the contracts is \$3450. The contracts were put to a vote of the membership and approved without opposition.

It was suggested that CSA/NMAM needs to print up business cards with the Art in the Park scheduled dates for 2015, perhaps including Winter Fest and Harvest Fest as well. Many people said that they had found the cards very useful in the past.

Ken has been talking with Jim Wright, president of the Corrales Art Center. The idea is to have Corrales designated an “Art Destination”. If Corrales were to be designated an “Art League”, then the Destination status would follow, but there are a great number of requirements which currently are not met and getting the status would require an immense amount of organization.

In addition, Jim Wright wants to get core members from the boards of various art groups together to facilitate exchange and working together.

In closing, it was announced that there will be another mixer, a pre-Valentine, “Art, Thou My Valentine?” mixer at the Corrales Bistro Brewery, Tuesday, Feb. 10th from 4:30 to 6:30 PM. The last event had at least 50 participants and was a great success. Make plans to attend this one!

The meeting was adjourned at (about) 8:15 PM