

MINUTES OF THE FIRST ORGANIZATIONAL MEETING OF THE DECEMBER

2017 AEHK EMERGING ARTIST SHOWCASE

AUGUST 15, 2017

The following people were present to volunteer and serve on the organizational committee:

Charla Cribb, Chair

DL Von Cannon, Co-Chair

Jim Woodfield, Host

Paul Barrera

Rich Pollin

Steven Kenny

Sallie Hackett Brown

Susan Williams

Absent: Laura Albright, MJ Baker, HKNA Liaison

Advertising:

The meeting opened with showing the full-page ad for the Emerging Artist Showcase that will go into the BungalowFest brochure, which was unanimously approved by the committee. It was agreed that, with modification for size, the design will be carried through on posters and other collateral marketing material. Photos of other artists' works will be incorporated into the design going forward.

The committee questioned the \$250 charge for placing the BungalowFest ad and requested that the board of the HKNA be requested to comp the ad.

The committee requested that MJ Baker attend the next meeting to detail the budget the event has to work with.

The committee requested that we request an in-kind donation from Frank Clemente of whirly gigs for the day of the event.

Charla announced that Laura Albright has volunteered to do social media promotion of the event. Charla will compose wording for all advertising, including broadcast media coverage and press releases. It was agreed that media targets should be directed toward "new millennium art," described as unconventional and new technology art, and secondarily incorporate "conventional art," such as oil painting.

Members agreed that they approve of the AEHK moving in a new direction to present workshops at meeting that are relevant to emerging artists, such as Steven Kenny's and Jim Woodfield's workshop on framing canvas art. It was suggested that we propose a workshop on how to price artwork, and that D Yael Kelly be suggested to present this workshop at an upcoming AEHK meeting.

Participating artists:

Charla shared that the first Facebook post thanking Jim Woodfield and the AEHK and personal contact by committee members has attracted nearly 20 artists already. These include artists who have not joined the AEHK, but have been told that to show their works, they will need to join. The artists who have applied include a 3D modelling artist, graffiti artist, mosaic sculpture artist, digital media artist, as well as artists whose works are more conventional. Several members suggested other artists who have not applied and will personally contact those artists to explore their interest.

Jim Woodfield announced that the owner of the adjacent **Bee Design Studios**, Brooke **Eversoll**, has offered space in her shop for the event. This space will be reserved for artwork that does not need to be hung on walls (sculpture, jewelry, etc.). Jim will supply hangers and display cases.

Criteria for Artist Selection

- Artists will need to be members of the AEHK and live or work in the Historic Kenwood/Grand Central districts.
- All forms of art will be welcome to apply, however, if we receive more applications than we can accommodate, the committee will make the final decisions on which artists will show.
- Although the showcase will be populated by and targeting “emerging artists,” special exceptions can be made for established artists who are less promoted, if needed to fill out and round out the showcase. Examples were made of jewelry making and stained glass.

Artist Requirements

- Artwork must arrive with labels on back with the name of the artist, the title of the artwork, the image size (height first, width second), the medium, and the price. Jim Woodfield will add a modest amount to the final price as a nod to a commission. All artists who sell works at the event will receive their own price that they note on the back of their art
- Hanging art must be ready to hang with wire.
- Hanging art including photography must be framed, with the exception of gallery wrap canvases.
- Selected artists must adhere to size, mounting, delivery, and pickup requirements. Hanging art must be smaller than 36”x48”.
- The number of pieces each artist can display will be limited by the size of the piece or pieces. For example, an artist who delivers a 36”x48” canvas may be limited to two pieces, whereas an artist who delivers 16”x20” pieces may be given space for four or five pieces.
- Woodfield Fine Art Gallery will close on Wednesday, Thursday and Friday before the event to move gallery art to free up wall space.
- Artists must deliver their work on Thursday before the event during business hours and must pick up unsold art either at the end of the Saturday event or on Sunday or Monday between Noon and 6 PM.

Distribution of Duties

The following people have volunteered to work in the following areas for the showcase:

Set Up/Break Down: Steven Kenny, Rich Pollin, Sallie Hackett Brown, Martin Von Cannon, DL Von Cannon, Susan Williams, Paul Barrera.

Distribution of posters: Steven Kenny, Rich Pollin, Susan Williams, Charla Cribb

Media Outreach: Charla Cribb and Laura Albright

Design and printing of advertising and promotion materials: Charla Cribb

Producing consistent artwork tags on AEHK labels: Sallie Hackett Brown and Deb Von Cannon

Collection and storage of art that is not picked up after the event: Charla Cribb

The meeting adjourned at 7:30 PM.