

TVAL MEMBER'S MEETING – amended 9/22/2022 with attendance
SEPTEMBER 15, 2022 6:30-8:00pm
AGENDA WITH SECRETARY MINUTES IN BLUE

6:30 Members & Guests sign in, get name tags. 15 members attended in person; 7 attended via Zoom

6:35 (Linda)

- WELCOME

- Visitors, guests, new members
- Nominating Committee
 - [The nominating committee for the 2023 election: Greg Dillman, President's choice, Marjie Braverman, Board's choice, and Joan McCracken elected by the membership. The open positions for the 2023 election: President, Treasurer and two Member At Large positions.](#)
- Volunteers needed mid-October thru January
 - Some members still need to fill the requirements (4 slots/yr)
 - [Angi Beauheim can help you determine your volunteer status and get you signed.](#)
 - Studio Tour helpers
 - NOTT

- ANNOUNCEMENTS (Lisa)

- Gallery
 - RFAS – [Regional Fine Art Show a success](#)
 - THANK YOU VOLUNTEERS!
 - 6 Pieces SOLD
 - Watch Awards (JURY PROCESS)
 - [Lisa spoke of the juror, Terrie Lombardi and what a great job she did with her process of jurying. Lisa suggested we watch the video on the website. Good information for artists when entering competition.](#)
 - Member DROP-OFF Sat Oct 1, 12-5
 - 2-3 pieces PLUS BIN WORK (BYOB)
 - GOOD Images
 - if unable, we will photograph
 - [good images very important – we do sell pieces off the website](#)
- LAST – [Loveland Artist Studio Tour](#)
 - Oct 8-9, 15-16
 - Lots of visitors online and in person
 - [QUESTION: Who can be in the Studio Tour? ANSWER: To have your work at the gallery the participant must be an exhibiting member of TVAL. Applications for this year's](#)

studio tour participation has closed. [Many Studio Tour artists open their own homes/studios for people to come.]

- NPS – National Photography Show
 - Deadline Sept 21
 - Show runs Nov 11 - Dec 1
 - Juror Scott Wilson
 - Categories
 - Nature
 - People
 - Architecture
 - NEW: Significantly Digital Modified

- YART SALE SEPT 10 (ALSO Pastels on 5th)
 - Fewer than 12 artists participated
 - Net Profit less than \$400
 - TVAL annual income goal: \$4000
 - 40-50 hours to make it happen
 - Survey Monkey
 - suggestions, ideas
 - Looking for ideas around what changes are needed to make it a success; do we replace YART with something else. We need the income stream. Please respond to the survey (when it comes out) with your ideas.

- Upcoming workshops
 - Figure Drawing Sept 17
 - Come Paint with Dawn Sept 21
 - Intro to Pastels & Abstracts Sept 26
 - Shake, Rattle & Roll Oct 24
 - Watercolor Wax Batik Nov 13-14

6:55 TECH TALK with Angi: Lincoln Gallery FB Page

- How to find it
- Why it's important to share & comment
 - The more you comment, like, share, the wider the exposure of our posts to new audiences.

7:00 Angi introduce Amelia

- Artist Statement
 - Amelia's hand out will be emailed to all members. Hi-lites of her presentation

- Do you have an artist statement? Did you write it? Are you happy with it? What do you use it for?
- PURPOSE: For user to connect with you and your art and asking for more. For you to better understand why you are creating your art.
- BASIC STRUCTURE: It's not your resume or bio.
 - WOW – Connect
 - WHAT – Inspiration
 - HOW – Process
 - WHY – Connects back to your “wow”.
 - WHO – Your audience – who do you want to attract. Circle back to your “wow” for closure.
- TONE
 - First person
 - Use your words
 - Think about your audience (you may have different artist statement for different audiences)
- LENGTH
 - Depends on your audience. Check protocols is applicable (show applications, gallerists, collectors)
 - Update yearly
- QUESTIONS TO ASK YOURSELF:
 - I create because _____
 - What I create is _____
 - My creative process is _____
 - I create _____ using _____ because _____
 - I am most inspired by _____
 - I have chosen to work with these materials because _____
 - I think viewer are most interested in my _____
 - I think people experience _____ when they see my work
 - I want people who experience my work to leave feeling _____
- Q & A
 - QUESTION: How does the artist statement compare to a Mission Statement? ANSWER: Usually a mission statement is created for a business or organization and their impact on a community or issue. The artist statement is focused on you and your art.
 - QUESTION: Due to people's short attention span, is it important to have a short and long statement? ANSWER: Good idea to have the “elevator” version; a statement specific to a piece of art. Again, be prepared depending on your audience and the art presented.
 - QUESTION/COMMENT: Compare the artist statement to a piece description? ANSWER: With the artist statement you want your audience to become interested in you and your art.

With the individual piece description, you want to leave room for the audience to decide what they think or feel about your art.

- **QUESTION:** Can you have someone else write the artist statement for you? **ANSWER:** Yes, there are professionals who will do this for you. Make sure they understand you and your art and you can speak to and relate to the statement.
- **COMMENTS:** Use your “English grammar” friends to help you. Descriptions on pieces give more meaning if it includes how it was created. Ask for feedback from your viewers
- Last question from Amelia to membership, do you all want more business classes?

7:40 Lisa close meeting

- Remember important Dates: **Oct 1** Exhibiting Members return to Gallery
- upcoming Members meetings
 - **October 20th:** Prepare for the holidays & 2023
 - Election preview
 - **November 17th:** Elections

7:40

- social time, look at gallery artwork
- clean-up crew puts chairs away

8:00

- Meeting ends