



Pasadena Society of Artists: July Board of Directors Meeting

Home of Kathleen Swaydan, 3061 Ridgeview Drive, Altadena, CA

Attending:

Art Carrillo, Robert Crook, Marion Dies, Dorothe Horttor, Patricia Lee, George Miller, Rhonda Raulston, Larry Rodgers, Debbi Patrick Swanson, Kathleen Swaydan

Meeting called to order: 10:10pm

The June Minutes were approved.

Kathleen Swaydan, Interim President & Treasurer

The **2022 budget** was passed out to all present for comment and review. The majority of our income and expense items follow the same pattern as in the past, however there were some exceptions:

Additional income: We received a \$5000 grant from the State of CA for COVID Small Business Grants in 2021; \$2000 from Art and Cultural Relief - City of Pasadena; \$2500 from Pasadena Arts League, as well as a \$10,000 grant from our long-time donor, The Jeanne Ward Foundation. The Pasadena Arts Alliance grants were awarded on the basis of our need for better, more sophisticated outreach to a wider audience, using the internet and other technical applications and trainings for our members. *Kruti Shah, Grants Director, and Rhonda will represent PSA on August 31st when the grant check is awarded.*

Additional expense:

The Blinn House contract is expected within the next couple of weeks. The *contract (agreeing to monthly meetings, and on an as-needed basis additional meetings, new member screenings and exhibition take-ins)* has been approved by the Pasadena Heritage Board. Once we receive the contract from the Blinn House, Kathleen will revise the budget and resubmit to the Board for final approval.

Marketing & technical: After an expenditure vote by the Executive Board, we are utilizing the services of Student Marketing Agency for an initial consultation of our website, email and social media platforms, and the implementation of PSA approved action plans for a 4 month period. At the end of this time, we expect to have the systems set up to run efficiently and to have training materials for our volunteers to maintain these systems. We will also have a scheduling program (annual subscription) to help with the social media postings.

Video channel subscription: Vic Picou had asked about the feasibility of having our monthly meetings live-streamed. While we have the Zoom capabilities (in the past, we used members' personal accounts), the consensus is that Zoom is not the best choice for member meetings due to image size, technical and platform restrictions, and because we do not have a volunteer who can coordinate this project.

Debbi suggested recording our meetings and making them available – after the fact – on our Vimeo channel. Other members asked about the advantages of You Tube channels over Vimeo. [Check out this link](#) for a discussion of the pros and cons of each. No decision about recording meetings was made at this time.

This discussion led to an in-depth conversation about social media, including videos for Facebook & Instagram, and ads on Facebook.

ACTION ITEM: *Add notice in the newsletter for members to submit short videos (that they have created) relating to art for posting on the PSA social media channels.*

Facebook is currently rejecting ads from PSA, giving only a series of vague possible reasons. Rhonda initiated a review on July 5th, and will report back when there is a response.

2022 membership renewals: Kathleen reported that we have a 70% renewal, which – based on past years - is exceptional. She will send a reminder email with news of upcoming exhibitions, the mini-grant and other events to spur renewals.

Larry Rodgers, VP Exhibitions

Gallery venues: Larry reported that finding gallery space has been especially challenging. The [BAG \(Baldwin Avenue Gallery\)](#) in Sierra Madre has not responded to his several emails, and there is a concern that they are only open 4 days a week. Karen Hochman Brown is on the Board at the [TAG Gallery](#) (Wilshire Boulevard, LA - 5500 square foot gallery) and quoted rental rates of \$3000/week, \$4500/2 weeks, \$6000/3 weeks, and there is a separate charge for floor and wall space. George suggested canvassing members who have shown there, however at this time, we are not budgeted for this price range. Larry submitted a proposal (for the 3rd time) to [Sierra Madre Creative Arts](#) for Spring 2023.

Suggestions from those attending:

- [The Makery](#) on Los Angeles Street in Little Tokyo (Dave Lovejoy's gallery). *Kathleen & Debbi*. Robert will reach out to Dave Lovejoy (owner) about exhibiting there.
- [Galeria Gitana](#) in San Fernando. *NOTE: We subsequently learned that they have closed permanently.*
- [Coastline College/Coastline Art Gallery](#) in Newport Beach.
- [Chaffey Community Museum of Art](#) in Ontario.
- Marion Dies suggested checking out the list of galleries in the [ArtForum](#).
- ***ACTION ITEM:*** *Add this resource to the newsletter section "Opportunities & Resources"*
- [Plaza de Raza \(Boathouse Gallery\)](#) in Lincoln Heights
- Pop-up galleries: Volunteer needed for finding spaces, negotiating leases, organizing insurance, researching concerns about walk-in traffic, sales possibilities.
- Robert asked if any of our members have been picked up by galleries after one of our exhibitions. Marty Erlich has pieces at White's.
- George remarked that the best sales are from exhibitions with smaller price points (which could be from print racks, etc.) and it was agreed that we should try to offer a "Small Works" show around the holidays.

Upcoming PSA Exhibitions: The Artists' Choice Exhibition will be held at White's Gallery in Montrose. Unless we can find a gallery quickly, the Open Exhibition will be forced to be digital only. The Exhibitions Committee is working on a "Small Works" Artists' Choice at a gallery like The Makery for the holiday season. Works must be 12" on the longest side including the frame.

ACTION ITEMS: *Request a volunteer for gallery searches. Request suggestions from members (in the newsletter).*

Smartsheet exhibition entry forms: Leah Knecht is stepping down from overseeing Smartsheet and Karen Hochman Brown will be taking over this important task. We thank Leah for her service.

Dorothe Horttor volunteered to create **member name badges** for the exhibitions and meetings.

ACTION ITEM: *Rhonda will send the logo and the member roster to Dorothe.*

Debbi Patrick Swanson, Director of Communications

The **97th Annual promotion** was the largest we have ever had (Pasadena Journal, Pasadena Now, Pasadena Weekly, Altadena Neighbors, ARTillery magazine, Burbank Leader, and Facebook, and 300 people attended the Artists' Reception. Question: Is there any way to track the effectiveness of specific outlets so we can target our marketing better in the future?

Volunteer Elaine Tietjen is researching museums, galleries, local government officials, and arts groups to add to the PSA **email contact data base**. We agreed that we will re-instate the sign-up list at each exhibition. ***ACTION ITEM:** Larry will request the signup list from the 97th Annual from Betsy Leuke Gallery.*

The PSA logo redesign is being worked on by Matt Tanaka, and we hope to review this in August.

Rhonda Raulston, Self-Appointed Tech Director (& Recording Secretary)

Rhonda presented the redesign of the newsletter (a joint effort between Darien Donner and Rhonda). <..\Documents\PSA Newsletter Redesign - July 7 2022.pdf>. Minor changes and suggestions were made and the new design will be rolled out in August.

A revamp of the website banner and anchor images, utilizing art work from current members is planned. Priority of artwork choices will be given to those who update or upload their Artist Profiles on the website. Also, the priority list of artworks will be used to create PSA note cards for our Corresponding Secretary, Dorothe Horttor, to send out cards to members. Suggestions re: best places to print cards: [Got Print](#), [Print Spot](#)

Marion Dies, Director of Membership

Marion broached the question of whether we want to have **online or in-person membership screenings**. The consensus is that in-person screenings are preferable. There was concern that digital images could be manipulated and enhanced. It was decided that if we do online screenings in the future (for members or for exhibitions) that an advisory statement be included: if the art does not closely resemble the online submission, the art may be disqualified for membership and/or removed in the case of an exhibition.

Next New Member Screening – in person: Sunday September 18 or October 9.

All agreed that the role of **Volunteer Coordinator** is critical. Steve Smith assisted with the last member screening and set up the new member buddy system calling for this last group.

New member acceptance/rejection letters are sent by Marion. Steve sends out a “welcome” letter to the new members, although in the past Vic Picou was also involved. Marion was unsure if Steve wants to continue in this role.

***ACTION ITEM:** Rhonda will reach out to Steve to clarify what he wants his involvement to be, what the protocol is for the new member welcome letters, and to ask that he create volunteer request forms for the roles that need to be filled.*

Robert Crook, Executive Vice President

Robert had no new developments on the **Centennial plans** since last month. The process at the Norton Simon involves approvals for many levels of management. Pasadena Museum of History is still interested, but has no definitive news.

Robert will check the dates of the October **Pasadena Art Walk** and advise us.

UPCOMING EVENTS:

Rick Drobner Memorial,

Sunday, July 24, 2022 (3p-5p at Julie & Rick’s home, 5419 Briggs Avenue, La Crescenta)

Board of Directors Meeting:

Saturday, August 13 (10a-12p at Blinn House)

Summer Party:

Saturday, August 13 (4pm – 7pm at Rhonda’s house)

Next member meeting:

Saturday, September 10th at Blinn House

Final

Meeting adjourned – 11:50pm

Submitted by Rhonda Raulston, Recording Secretary
July 12, 2022
