



**YOSEMITE
SIERRA
ARTISTS**
COME MAKE ART WITH US!

Board Meeting Minutes for January 18, 2024, 4:05 pm

Attending: Gina Mims, Kerby Smith, Vicki Thomas, Lisa Zylstra, Lura Schwarz Smith, Carolyn Hartling, Sandee Scott, Jennifer Moss, Carolie Jensen

Chair Reports

- Secretary: Sandee Scott

Gina moved and Jennifer seconded and the minutes for December's YSA Board meeting were approved and accepted.

- Treasurer: (Monica)

Monica was not present but she had previously sent out a report to all. Current bank balance is \$19,813.98; and there are currently 138 members. Discussion ensued regarding our desire to put roughly half of the bank balance into an account that would reap higher interest. To be researched — does our bank (USB) offer a higher interest savings account? Jennifer will inquire at USB and relay the information to Monica. Also, Jennifer mentioned that she personally has found such an account through the online Raisin site.

Jennifer inquired if YSA has, or can create, an in-kind donation letter. Jennifer and Gina (and perhaps others) donate their professional skills and time to YSA and if YSA could send an in-kind donation letter, it would be of benefit for tax purposes to the generous donors. Kerby made a motion, Sandee seconded the motion and motion carried for YSA to come up with in-kind donation letter and send to the relevant parties. Busy Bee or Barbara might have a template. Carolie will send a template of such a letter to Barbara.

- Technology Jennifer

Jennifer reported there was some issue with the auto renewal function (a couple of people ended up paying twice) but she and Monica will work it out.

Jennifer stated that the Chamber of Commerce has changed their directory system. Jennifer will be updating our page. Gina mentioned that we're trying to stay up-to-date with the Visitors Center calendar. A reminder that the Chamber of Commerce sends out an eblast every week and we can take advantage of those eBlasts, for instance, with show announcements or notices regarding the classes at Raley's. Jennifer says we probably have something we could send to the Chamber every week.

- Art Demos (Kerby for Wendy)

January 20th – photographer Carolyn De Anda. After discussion, decided not to Zoom this meeting.

February 17th – Jennifer Moss She will be doing a power point presentation and asking members to bring in samples of their merchandise. This will be Zoom + in person.

Reminder Note: Contact Wendy via email to give her suggestions for presenters.

- Fundraising Carolie

The sponsorship letter is still in need of final approval. The committee will regroup and review and bring it back to the board. Carolie thanked Gina for the miniature show and suggested we think of another fundraiser around the beginning of summer. Discussion regarding what our goals are and what will be needed, money-wise. Informal discussion about the future use of Stavast's former gallery space. According to Jennifer, to have our own dedicated space would cost \$25,000 - \$30,000 per year and would be a huge commitment.

- Marketing Gina

Gina states that 6 - 7 email blasts are going out every month. Juliette, who has helped in this endeavor, has competing commitments and Gina may need some additional help. We are unsure how many people attended Santiago Palacios's class. Teresa Sharp's class is next (1/23) and Teresa is doing quite a bit of marketing herself.

- Portrait group Lura

The group usually meets the 1st Friday of the month; meetings are at the community college. Models are booked through June. She says she loves the new space at the college, but Portrait group is still struggling to attract participants. (Typically, they've been getting about 4 in person and 2 via Zoom.)

- Plein air Lisa Zylstra

The group visited the 200-acre Sidenblad Ranch in O'Neals in December. May return there in Spring when wildflowers abound. January's event was canceled due to weather. February, Plein Air is scheduled for Ahwahnee Hills Regional Park — Wednesday, 2/14. March's Plein Air event is being arranged. Contact Mary Beth or Lisa directly with ideas for future sites.

- Photo Group Jennifer Moss

The next meeting will be Wednesday, 2/7/24 at 6:00 pm at YGAC. Theme is still being decided. Attendees can bring prints or an image on a thumb drive to be shown on a screen.

- Classes & Workshops

Teresa J Sharp's class in Journal Sketching will be at Raley's Tuesday, 1/23/24. Carolie Jensen's basket weaving class is end of January at Bodys by Boyds. Five have signed up through YSA and Carolie knows of 2 people who will pay at the door. There is still space for a couple more people.

- Galleries & Events

YGAC (Yosemite Gateway Art Center) – YSA Showcase: Carolyn Hartling reported that the latest exhibit includes work by Criss Wilhite, Sheila Boyd (tempura batiks) and wood carvings by Dean Smith, who is a new member. This exhibit will be up until mid-March. Those interested in showcasing their art at YGAC should contact Carolyn Hartling.

Visitor Center:

Sandee Scott had an exhibit up for 2 months; no one stepped forward to show work there at the end of December so Sandee changed out the art that she had on display. Vicki indicated an interest in displaying work there; the two will make arrangements. Anyone interested in displaying artwork at the Visitors Center in Oakhurst (usually for a two-month period) should contact Barbara Liss.

United Security Bank:

Sandee

Change out is scheduled for February 15th. Large works especially are desirable for the bank. Details will be included in the February newsletter.

Women's Voices, Women's Vision:

Jennifer

So far there are 50 entries from 6 countries. More entries are expected as the deadline gets closer. The exhibit will be online, and for local artists, there will be an in-person exhibit at Oakhurst Spirits. The reception is Saturday, 3/2/24 from 3 - 5. Gina will be able to help set-up but won't be present for the reception. A screen is needed to show all the works; Sandee volunteered to bring her screen.

Old Business:

1. Get submissions for the newsletter to Gina Mims no later than the 24th of the month (earlier is even better).
2. Jim Morris is coordinating hanging art work at Toca Madera Winery while Barbara is not able to.
3. The new YSA/MCAC show, Transitions Through the Seasons of Life, is accepting entries via Smarter Entry, closing date 2/14/24. The show will be up 3/14 - 4/14, with a reception on March 14th. See Prospectus for further details.
4. Announcement of Palettes and Pathways exhibit (art by nine YSA members, The Art Inspiration Group) will be 2/9/24 - 3/10/24 at Gallery 5, reception 3 - 5 pm on Saturday, 2/10. L & J Tacos will be present at the reception with small plate offerings.

New business:

1. Kerby stated that he "owns" P. O. Box 1 in Oakhurst and will be relinquishing it. He wondered if YSA would be interested in having it since it's rather unique to have P.O. Box #1. It was suggested that he run it by Barbara and Monica for their opinion. There was interest if there weren't pricey consequences for YSA.
2. Kerby stated he found a check for Cathy McCreary-Cordle that never got delivered to her. Steps will be taken to see that she gets this prize money.
3. Gina proposed that Cathy Desch be a Hospitality Chair to oversee the delivery of cards and flowers to members when circumstances seemed appropriate. Board approval will be needed for expenditures. Kerby moved that we add a Hospitality Chair to the Board, Vicki seconded and the motion passed to add a Hospitality Chair to our board committees.
4. It was mentioned that the committee for the YSA Anniversary Exhibit needs to set up a meeting and start the planning.
5. Gina shared that an Oakhurst Art Hop is in the planning stage. The Visitors Center is helping with the planning. There would be 6 possible stops, with the trolley being available for transporting people. Wine tasting may be part of the event. Gina has met with Colette (of Wine Tails) and Steve Montalto of the Visitors Center. Possible stops would be Oakhurst Spirits, YGAC, Body's by Boyds, Nancy Robbins's Firefall Gallery, and Wine Tails. YSA members would be involved and participating. The YSA committee includes Gina, Jennifer, Carolie, Barbara and possibly others. A meeting will be set up and Gina will let us know when it is. Each participating artist would contribute something like \$15 per month for marketing expenses.

Meeting adjourned at 5:12 pm.

Minutes written and submitted by Sandee Scott