



Board Meeting Minutes for November 14, 2024. Meeting called to order at 4:00 pm by President Kerby Smith

Attending: Kerby Smith, Jennifer Moss, Sandee Scott, Wendy Denton, Barbara Liss, Lura Schwarz Smith, Mary Beth Harrison, Vicki Thomas

REPORTS

• **Secretary:** Sandee Scott.
(Minutes distributed earlier to board members via email.) Wendy moved and Barbara seconded and the vote was unanimous to accept and approve minutes, after including corrections on name spellings, for the October YSA Board meeting.

• **Treasurer:** Monica not present
No report

• **Technology** Jennifer
Jennifer reported that she continues to make slight updates on the website.
Jennifer recommends that YSA subscribe to Termageddon for legal updates in regards to online communications — a privacy notice, terms of service and cookies consent — all required. There is a special right now on their yearly fee (\$119/year). Jenn moved, Kerby seconded and the vote was unanimous to subscribe to Termageddon.
She said that more people are updating their artist page on the website. Jennifer is offering a class on Social Media for artists at YGAC on Dec. 7th from 10:00 am to 1:00 pm. Price is \$30.
Jennifer will do two flyers for the December art hop event; one a call to artists and the other just an event announcement. Gina said she'll do an eBlast. One needs to be a YSA member to participate in the YSA-sponsored art hop event. Kerby has asked Monica to sign YSA up with the Fresno Arts Council and then we will be included in their monthly eBlasts.
Kerby says 5 artists have signed up so far to participate in the art hop; there is space for at least 5 more (and maybe even an additional 10). Jennifer is the liaison with Kelly at the Mariposa Gazette; she said the first article featuring a YSA artist was published (artist Kurt Starkey). Other artists are in the works to be featured in future publications.

Board Members

President: Kerby Smith

Past President: Barbara Liss

V.P. - Demonstrations/Non-Profit: Wendy Denton

V.P. - Marketing: Gina Mims

V.P. - Technology: Jennifer Moss

V.P. - Hospitality: Vicki Thomas

Secretary: Sandee Scott

Treasurer/Membership: Monica Lasgoity

Committee/Event Chairs

Marketing Assistants: Max Chance (Newsletter)

Portrait Group: Lura Schwarz Smith

Photo Group: Autumn Ensign & Jennifer Moss

Plein Air: Mary Beth Harrison & Lisa Zylstra

Women's Voices: Wendy Denton & Jennifer Moss

Art Center at Gallery Row: Carolyn Hartling

Community Galleries: Barbara Liss

United Security Bank: Sheila Boyd & Sandee Scott

Fundraising: opportunity available

Education: opportunity available

Historian: opportunity available

- **Art Demos** Wendy Denton

November 16 — Shannon Grissom demo. Zoom only. (Jenn will be hosting.) So far, 4 people are signed up. Kerby asked if Barb could do the meeting Saturday as they have a Celebration of Life to go to. Barb confirmed that she could do it.

December 14 — holiday party potluck.

Wendy has contacted a couple of artists for 2025. And Jennifer is willing to do a demo on Social Media for Artists for one of our demos.

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

- **Marketing** Gina

Gina isn't sure whether Max Chance will be helping out with the newsletter. She will reach out to her one more time. Gina mentioned a Katie (a graphic artist who had done a banner) and who who might be a possibility as well, although Katie is not yet a member of YSA. Gina has been doing the newsletter for 6 years — she plans to “retire” from the responsibility after January 2025. Barbara mentioned Nick Adelizi as a possible resource too. And Kerby gave the go-ahead for adding an incentive, like free membership in YSA and free demo attendance. The idea of offering an honorarium if needed was brought up (and may be discussed further in the future).

GROUPS

- **Portrait group** Lura

The next model scheduled is Preston Sullivan. Models are booked through March. There may be a nude model session in the Spring. Lura said that The Nature Wildworks of Coarsegold offered the possibility of artists coming to their location to do portraits of the animals. They were proposing a 2-hour event featuring two different animals and charging the artists \$25 each. Potential animals — a hawk, Flemish rabbit, bobcat, and serval. There is an outdoor patio with tables and chairs. There would be a limit of 12 people. YSA member Rose Marie Wright, who is a volunteer at the center, has been the liaison. Wildworks is looking to increase their visibility in the community and when images of the artworks are posted, they would like to have a link to their site included.

- **Plein air** Mary Beth Harrison

Seven people attended the Plein Air session at the Mariposa Court House. Lovely fall colors abounded. Plein Air will probably not convene in December due to colder weather. There will be a paint-out in June sponsored by the Mariposa Sierra Artists Gallery; it will feature a competition, prizes, workshops and more. Sign up by January 1st to save money (it's \$45 before the 1st, \$55 after, with additional fees for workshops). Lisa Greenstein and Christine Orlassi have been putting this together.

- **Photo Group** Kerby

The next meeting is Tuesday, November 19th at 5:00 pm. Due to some juggling so as not to conflict with Spectrum Gallery meetings, the photo group will be the 3rd Tuesdays of the month, and at 5:00 pm during winter months. Theme for November is “Wild.” Participants have been bringing their images on a thumb drive and the image is displayed on the large screens in the room, although members can bring in printed photographs if they want. Twelve people attended the October meeting. The meetings can be a hybrid with availability by Zoom if anyone is in need of that. Let Kerby know.

GALLERIES AND EVENTS

- **Community Galleries:** Barbara

At the Soirée for the banner auction, Barbara and Kerby had conversations with Bobby Macaulay (Madera County Board Supervisor), and there is a possibility of YSA being able to display art at the government center in Oakhurst, which is next to Bee’s Bakery on Junction Drive. Images would be collected from the artists and then submitted to the staff at the government center for review.

Artwork must be original work available for purchase. (Sales would go through the artists directly.) Apparently there is a lot of space for hanging art. Barbara is willing to be the contact person for this project.

Visitor Center — currently work by Gina Mims is on display. Next artist to display at the Visitor Center will be JoEllen Wyatt. After JoEllen, Jennifer Moss, then Wendy Denton will show there.

- **YGAC** Barbara (for Carolyn)

Beginning today, a new exhibit is up with work by artists Monica Lasgoity, Carol Wagner and Mary Beth Harrison.

Contact Carolyn Hartling if interested in future YSA spotlight exhibits at YGAC (Yosemite Gateway Art Center).

- **United Security Bank** Sandee

The changeout was today. Stop by the bank to see work by Sheila Boyd, Karen Tillison, Sandee Scott, Gina Mims, Barbara Liss and Jim Morris. The work will be up for 3 months. Other artists are encouraged to bring in their art next time.

- **Women’s Voices, Women’s Vision** Wendy

Launch date for submissions for the Visions of Self exhibit sponsored by WVVV and MettaGallery.com is Dec. 1st 2024. Drop off of accepted artwork for the local exhibit is 2/22, 2/23. Exhibit opens March 1st in recognition of Women’s History month and the opening reception will be held on Saturday, March 1st at the gallery at Oakhurst Spirits.

Old Business:

1. Newsletter — Submissions should still go to Gina for right now. When a replacement for Gina is found, then submissions will be submitted to that person.
2. Holiday party update — The party is scheduled for noon to 3:00 pm Saturday, December 14th at Yosemite Wine Tails in Oakhurst. The RSVP reply will be set up soon so that people can sign up and pay their contributing \$10. (Food will be catered by Wine Tails with 3 different chilis available with multiple optional toppings.) YSA will also provide water. We will also be doing a gift exchange (limit of \$25) and show and tell. Each person can bring one representative piece of their work.
3. YSA Online Gallery — Barbara and Jenn have not yet had the opportunity to meet and discuss the online gallery yet.
4. YSA art hop event at the previous Sorensen's Studios, space owned by Electric Motor Shop, on December 5th — was discussed earlier in this meeting (look under **Technology**). Kerby said that YSA has 2 new members from the Fresno group who will be participating in the YSA Art Hop. The schedule is for set-up on 12/4, art hop on 12/5, and take down and clean up on 12/6. Kerby would like to see a notice going out to members soon for recruiting participation in the art hop opportunity.
5. Membership fee increase for YSA—previously discussed and discussed again today. After discussion, Barbara moved and Gina seconded and the motion passed (with one dissent) for fees to be increased to \$45 per year effective 1/1/25.

New Business:

1. Art banner project — Sixty-five people came to the banner auction soiree last week and all banners sold. Gina will probably be cochairing this venture in 2025. She plans to do ongoing community outreach with the visitor center and chamber of commerce on behalf of YSA (and that is one of the reasons she needs someone else to do the newsletter). Future banners will most likely be reproduction art with the artwork photographically placed on the banners, which opens up this opportunity to artists who work in other media besides acrylic. Thirteen artists have signed up already to participate next year.
2. The next board meeting is Thursday, 12/12/24 at 4:00 pm on Zoom.

Meeting adjourned 5:16 pm

Minutes written and submitted by Sandee Scott