



November 7, 2022 General Membership Meeting Minutes
Community Center – Room 2

Members In attendance: Karen Falcon, Karen O'Donnell, Lisa Spencer-Ballard, Sigrid Wares, Gaylen Smoak, Karen Weingartener, Eve deVito, Bill Mann, Wally Shaw, Linda Shaw, Michelle Funk, Jim Funk, Cheryl Funk, Maribeth Logan, Jen Heinz, Nan Lamb, Judy Cain, Jennifer Hennesey, Patty Bell, Cindy Steele, Tom Northam, B.J. Elvgren, Toni Maltagliati, Toni Ruther, Dee Knapp, Linda Kadar, Joe Freeland, Denise Reese, Buck Best, and Elana Pratt

Visitors: Kevin VanLeer – acrylic and oil

President's Report – Karen Falcon

Reminder to check website for "Calls for Artists"

Approve minutes of October meeting: Motion by: Patty Bell

Seconded by: Jen Heinz

Karen F Quote: "Art is not what you see but what you make others see" Edgar Degas
"Color is a power which directly influences the soul" - Kandinsky

Good news – Denise Reese and Lori Barnes won the Ladies Division 1st Place Gross in the Fall 2-Person LOW Golf Tournament. Denise is a LOW Arts member, Lori is not.

Elena was accepted into the juried Capital Expo Winter Arts and Crafts show at the Dulles Expo Center in December.

Upcoming elections – secretary and treasurer needed. Karen and Karen willing to stay in positions they moved into.

Potluck sign up for December meeting is circulating

SEC report – Sigrid Wares

Fareways

Reception is December 10th – artwork went up last weekend

Clientele is very supportive of artwork in Fareways

First show: \$1873 – 62% of artists sold, Last show \$2019 – 60% of artists showing sold piece

Thank you to all the Fareways volunteers

Potluck – December Meeting – meeting starting at noon

Library Display Case– Maribeth Logan & Michele Funk – for 2-d artists

Drop off December 1st – no larger than 8 x 8"

Pick up December 30th

Cannot price or allude to things being for sale: Jen suggested QR code: for more information to give price list and pictures on website

Next SEC Meeting on Monday – November 14

Ideas for 2023 – looking for indoor activities for February and March

April and May – possible garden tour(April 15 – 22 is garden week in Fredericksburg)

Chatam Manor will allow us to plein air with less than 10

No Meeting in January

Please send idea to Falcon and Sigrid for the future.

Publicity report – Lisa Spencer-Ballard

Show publicity: started early with save the date cards – were 500 enough?

Posters in Community Center, Fareways, and Clubhouse

Lake Currents – 2-3 articles that mentioned the show with a big push at the end

Also, one \$50 ad in Currents

Facebook header with show date stayed up for a couple of months

Facebook – various artists highlighted starting mid-October – will start a little earlier

Will need photos earlier

Next Door Neighbor – will post as well next year

Website – Jen – Don't forget you can get a page on the website with a bio and samples of your art

Patron's list – as of last year, 67% open rate on the show emails – these are the people who come – they like being special

Fareways – soft opening was this weekend and reception is December 10th. On FB and an article/graphic/ad in the next 2 issues of the currents.

We have discovered that when we partner with an amenity that the association pays for the advertising – in the currents, FB, and email

Treasurer report – Gaylen Smoak

Show is reconciled with a couple of exceptions

Gaylen has checks for those that participated.

Please get requests for reimbursements to her asap.

Show debrief – See separate document

Next Meeting – December 5th – potluck and elections. No January meeting.

Minutes approved 12.5.22