

Virginia Equine Artists Association
General Membership Meeting, March 27, 2010
Cultural Arts Center, Glen Allen, VA

Present: Debby Thomas, Wilma Bradner, David Everette, Kristin Wise, Renae Major, Elaine Hurst, Jessica Wood, Linda Warshaw, Willa Frayser, Celia Jacobs, Marion Mercer, Robyn Ryan, Kathy Sykes, Eleszabeth McNeel, Janine Higgins, Bill Easton, Karen Aneiro, Claire Owens, Jillian Chilson.

Meeting was called to order by President Debby Thomas, and board members were introduced.

Treasurer: Wilma Bradner reported a current balance of \$3,771.15. After allowing for future debits (refunds for Horses in Art ads, credit card expense, percentage of sales due artists, insurance which is required by some vendors, etc.) there will be a balance remaining of approximately \$2,000. We currently have 34 members on roll.

Workshops: The sculpture workshop led by Robyn Ryan was a big success. Elaine Hurst has made arrangements with Lynn Maderich, teacher at The Atelier in Minneapolis/St. Paul, for a 3 or 4 day workshop at the studio of Debby Thomas on June 18-21, 2010. Slides of her work were shown. Other workshop suggestions include a watercolor class with Robyn Ryan, a paint-out/photo/sketch opportunity at Elaine Hurst's farm, and another sculpture class with Robyn Ryan.

Exhibits: Kristen Queen will resign as Exhibit Chairman. A participant from the individual shows will serve as coordinator from that show until a new chairman is named.

Marketing: It was suggested that the VEAA provide baskets filled with note cards and/or other small items for promotion at various hunt clubs, etc. Kristin Wise said the VEAA can continue ads on the back cover of Art Horse magazine at a cost of \$700. The cost would be divided by the number of participants. If anyone has a idea for an ad, contact Kristin. Suggestions given include Sidelines, and Chronicle of the Horse where individuals can submit their own entries for the front cover. It was suggested that the VEAA participate in a raffle type giveaway. This would engage participation from the public and provide names and addresses. We could also provide small, portable "freebies." Wilma reminded the group of possible restrictions due to our non-charitable status. Robyn Ryan will look into additional options such as Café Press for selling our art.

Celebrating the Horses of Virginia: Ways of expanding the CHV project are being explored, including opening it to all Virginia artists and jurying with prizes. We may be able to promote the project through the Virginia Horse Center and Art Horse Magazine, etc. Other possibilities include the Sporting Library, Academy of Equine Artists, the Thoroughbred Retirement Foundation.

Extra copies of our current newsletter were given to the group for distributed in various locations.

David Everette has been approached by a designer for corporate wall décor which is a mass production of images. Artists would receive a percentage of the sales, 50-60% is average. Contact David if you are interested.

Following lunch, Jillian Chilson gave a Facebook presentation and provided informative hand-outs for the group.

Respectfully submitted,
Rena Major, Secretary