

VIRGINIA EQUINE ARTISTS
General Membership Meeting, March 19, 2011, VHC, Lexington, VA.

Present: Kristen Queen, Linda Wolitz, Eleszabeth McNeel, Robyn Ryan, Debby Thomas, Wilma Bradner, Elaine Hurst, Renae Major, Rachel Canada, Donna Doyle, Lisa Byers, Diane Bird, Marion Mercer, Deb Davis, Anita Parkinson, Kristi Zerull, Dorothy Chhuy.

The meeting was called to order by outgoing President Debby Thomas who recognized the Founding Members, outgoing Board Members and new President Kristen Queen. Kristen introduced our new Board Members, Eleszabeth McNeel (Vice President), and Linda Wolitz (Treasurer), and Renae Major who will continue as Secretary.

Members were asked to introduce themselves and tell what media they work in.

Treasurer: We currently have a balance of \$1,843.67 which does not include today's expenses for lunch and a speaker. As of today, we have 33 paid members.

Website: Willa Frayser has updated the VEAA website.

Social Media: Jillian Chilson has added a fan page on our Face Book account. It has been a tremendous success with 78 fans to date. This is available for VEAA artists to post their news and kudos.

Workshops: A sculpture class with Robyn Ryan has been scheduled for April 2 and 3, 2011, at Willa Frayser's studio in Montpelier. The fee is \$125 for members, non-members \$150. The fee includes the cost of all supplies. Learn how to cast your sculpture in resin rather than bronze.

Lynn Maderich will have a painting workshop (any paint media except watercolor) July 8-11 in the Richmond area. The fee will be the same as last year, \$285 for three days, or \$375 for four days. She would like to have no more than 10 students, 6 or 8 would be good. Lynn is from St. Paul, MN, and teaches at the Atelier Studio Program of Fine Art.

A watercolor workshop with Robyn Ryan may be scheduled in August, 2011.

We would like to offer two or three workshops each year. Elaine Hurst asked the members to let her know what kind of workshops they would like to attend or teach. One suggestion was making reproductions of work. Also, paint-outs offer opportunities for painting or photographs.

Exhibits: Strawberry Hill Races, May 21, 2011; Hunt Country Stable Tour, May 27 & 29; Foxcote, June; Thoroughbred Retirement Foundation (Colonial Downs), July; Equine Extravaganza, October; Montpelier, November, (limited to 8 people, \$100 for 3 screen surfaces). If you would be interested in displaying your work at the Lord Fairfax Community College in Middleton, contact Marion Mercer at mm Mercer@lfcc.edu. Other venues suggested were the Hoofbeats barn at the VA Horse Center (see Elaine Hurst), Kelly's Ford in Culpeper, Equi-Kids in Virginia Beach, Charlottesville First Fridays, RiverFest in Alexandria.

Marketing: We have received a communication from Covertside regarding a 4-time rate of \$1,350 for a one page ad in their summer artist issue. The VEAA could do a group ad at a cost of approximately \$100 per person. Let us know if you are interested as soon as possible. We have no information at this time regarding cooperative ads in Art Horse or Horses in Art.

Membership: Kristen Queen has looked into a program (Survey Monkey) which could be used to survey our membership to learn how they would like to receive information and how we can address the needs of the membership.

April 15, 2011, is the final date to renew your membership.

The meeting was adjourned.

Following lunch provided by Mrs. Rowes Catering, M. Theresa Brown of Art Career Experts gave a presentation, "Art Marketing from the Trenches." She began with "The Rule of Seven," stating that the buying public will see your work seven times before they buy. You need to determine your market and make yourself known. Malls, flea markets, trade shows, home shows, restaurants, churches, and partnering with charitable organizations were some suggested venues for your work. You must have perseverance, dedication and optimism. One of her suggestions was to have people sign a Guest Book with their name, address and email; also include an area for their comments. Face Book is a good marketing tool but you must keep your posts up to date. Develop a newsletter or blog spot. She also suggested using spotlights to highlight your work. She encourages preparing a business plan, know what you want and how you plan to achieve it. Know what makes your art different from others.

Theresa had audio CD's, "Single Mom's Guide to Making Money as an Artist" and "Art for Sale!" available for purchase.

Respectfully submitted,
Rena Major, Secretary