

CSA/NMAM Minutes – Board meeting May 13, 2015

The meeting was called to order at 6:15 PM.

Ron Klimek gave the treasurer's report. Current balances are: \$12,636.18 in Checking, \$13,705.84 in Savings for a total of \$26,342.02.

CAST income was \$9755 from 82 artists and \$9450 from 37 sponsors (not including \$500 promised from Intel but not yet received). Expenses as of the meeting time were \$16,720.15, with several hundred dollars in extra expenses still outstanding. Including expected extra expenses, the expected difference is about \$1000 profit for CAST 2015.

Membership now stands at 120. Dues letters for 2015/22016 will go out by the end of the week.

CAST:

Ken Duckert has compiled the survey results from CAST. 73% of participants are Corrales residents, 78% are members of CSA/NMAM and only 7% said they would not participate next year. 57% had over 100 visitors, almost half reported over \$500 sales, and of these over half reported over \$2000. Positive response was given for organization, planning and advertising as well as high turnout and the preview gallery (especially the caterer). Areas for improvement included the map, signage, listing artists by name and by media, posting tour times on the signs, address of preview gallery in catalog, getting more volunteers and requiring all participants to be CSA/NMAM members. (This is only a brief summary – if you are interested in a more complete report, contact Ken Duckert - kenduckert91@gmail.com)

Also discussed were: the need to promote the preview gallery more and find ways to leverage the reception to bring more people to the tour and the need to get business that supply artists to be sponsors.

In order to be able to discuss changes for next year's CAST while all is fresh in people's minds, it was decided to extend the CAST group meetings through June and July at 4:30 on days of the regular CSA/NMAM board meetings.

Recommendations for next year's CAST include:

- All participants must be CSA/NMAM members
- Increase fees by \$25 - \$125 for early bird, \$165 after the deadline
- Maybe too many venues? Maybe reduce or eliminate commercial venues? (Maybe not eliminate wineries, collaboration with them is good)
- Since the number of actual 'artist's studios' is small, perhaps change the name – Corrales Artists' Spring Tour (or something like that)
- Change the way we seek out sponsors – more than just going up & down Corrales Road
- Make the large number signs smaller – less airworthy.
- Make catalog smaller – maybe one large sheet (large enough so pictures of artists' work can still be big enough to give an idea of what the work looks like)

The CAST team worked very hard, especially since at the end of last year it looked like there might not be enough interested people to actually have a CAST.

Art in the Park:

There is now a large banner to go on the front gate of the park and a metal sign to put by Ron's table.

A press release and a call for artists have been sent out. Also, we have a list of Weems Festival artists to recruit from.

Dave Sabo and Ron Klimek will manage the June AiP. There will be two food vendors: the Greek Geek and O'Beans Coffee. There is continuing discussion with Village Pizza about sponsorship. Barbara Rosen has volunteered to organize the food trucks and distribute rack cards.

There are new forms for application to CSA/NMAM and guidelines for AiP. The website needs to update to these new versions.

Kiwanis needs to be informed of the new dates for AiP as they show up to set up the children's tent.

Amy Ditto will do social media advertising over the whole weekend of AiP.

Harvest Fest:

We need to know from Main Street when to expect applicants in order to be able to jury them in time.

Jury/membership Guidelines:

The application for membership and membership guidelines have been re-written and Bill Davis has made some suggested changes. The guidelines need to be more specific on the criteria used in the jurying process. Also, Bill suggested not using the word "rejected", but "accepted" and "not accepted".

Corrales Art Center:

Jim Wright is working with nine Corrales art groups to establish a physical art center and have Corrales officially designated an "Art Destination". The CAC has drawn up a resolution declaring these goals with a place for CSA/NMAM to sign in support. A motion was made to have Rick Snow take a signed resolution of support to the next CAC meeting (Rick is a member of their Board of Directors). The motion was seconded and passed by unanimous vote.

The meeting was adjourned at 7:25 PM.

Ric Speed

Secretary, CSA/NMAM