

The Informer

American Canyon Arts Foundation Newsletter, May, 2015

Art Extravaganza Recap

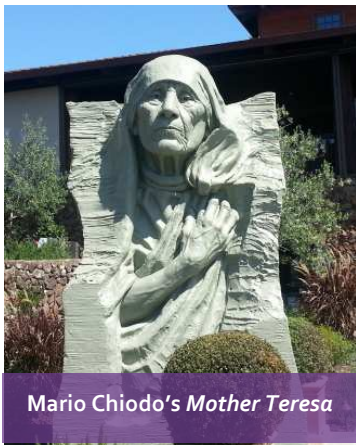
Our 23rd annual show is behind us and it was our best one ever!

We estimate over 400 people attended the Extravaganza show and sale, including over 150 people who came to hear **Mario Chiodo** talk.

Another 75 people signed up for our Tour of the Ruins, and many more checked out our various "pop up" art shows at locations throughout American Canyon.

This was all part of the **Napa Valley Arts in April program**, and the national marketing campaign helped.

We highlighted some of the winners in last month's issue, but People's Choice went to **Penelope Moore**, for her piece "Old World Charm." The People's Choice winner receives a one-person art show and reception hosted by the Foundation. We will be making arrangements with Ms. Moore and will



Mario Chiodo's *Mother Teresa*

promote that event once the details have been worked out.

We received many compliments about the show, and a lot of the credit belongs to **Nathell Buford**, who curated the show, as she did last year as well.

Not only was it a great show, it was very profitable for us, too! We made almost \$4000, which will be used for our student scholarships, and programs to benefit our members and our public schools.

Sculptor **Mario Chiodo** was the other big hit of the program. Speaking before a packed audience, he talked about his early beginnings with monsters and then progressed to his current works. Several members in the audience were introduced and singled out who helped him along his journey, including his mother, Sandra!



RECEPTION AT SPRINGHILL SUITES

SpringHill Suites at the County Airport is again hosting a reception for the Foundation on Thursday, May 7, from 5-8 p.m.

Member artists will display their works. Frida's Mexican Grill and Jamieson Ranch Vineyards will provide the refreshments. The Public is invited to this free event.

The reception is from 5-8, but you can stop by from 1 p.m. on to view the art and meet the artists.

Chamber Photo Contest

The American Canyon Chamber of Commerce will be opening their new Welcome Center in July. As part of that effort, they want photography and other artwork to highlight American Canyon and its wonderful outdoor potential.

With that in mind, they are sponsoring a **Photography Contest**. As their Press Release notes:

We are in search of some amazing shots of our city. Think Wetlands, Watson Ranch, Newell Open Space, vines, businesses. We want to see your favorite shots of our city and your interpretation of what makes American Canyon special.

Entries are due by May 22. An email submission and an 8x10 copy of the photo will be required. For more information, contact the Chamber's website: www.amcanchamber.org, or call (707) 552-3650.

Vallejo Open Studios

Sign ups for Vallejo's annual Open Studios have already started. Beginning May 1, entry fees will be \$60, and that rate will climb to \$80 by July. *The deadline to enter is July 31.*

The **Open Studios will be held November 7-8, 2015**. There will also be a month long exhibit at the Vallejo Naval and Historical Museum, October 24-November 21. Artists who sign up for the Open Studios must also participate in the Exhibit.

Artists can share space to help with costs. There will also be a directory published to promote the event. For more info, go to their website: www.vallejoopenstudios.com



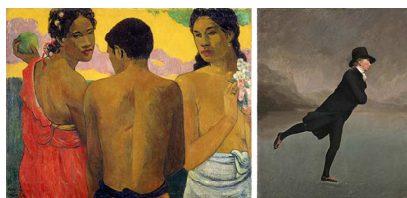
Art Shows in the Bay Area

A quick summary of Art Shows in the Bay Area, with links to all the details.

"Botticelli to Braque: Masterpieces from the National Galleries of Scotland"

at the de Young museum in San Francisco. The Exhibit is through May 31.

Spanning more than 400 years of artistic production, this exhibition highlights works by many of the greatest painters from the Renaissance to the early 20th century.



Tickets range from \$18-24. De Young members get in free. For more, go to: deyoung.famsf.org/scotland

Update: Foundation members are planning a trip to this event. Email us at amcanarts@gmail.com if you are interested.

"Spirit and Matter"
Mildred Howard at the Richmond Art Center. The show will continue through May 24.

As SF Gate notes, this exhibit "comes at an unhappily timely moment," with one of her works entitled "Ten Little Children Standing



in Line, One Got Shot and Then There Were Nine." For more info, go to the Art Center's site: www.richmondartcenter.org

May Members' Show, Arts Guild of Sonoma, April 30-June 1. The Arts Guild hosts a different Members Show each month during the Summer, including a silent auction and reception, located at 140 E Napa St, Sonoma. This is a format that could easily be replicated by the Foundation.



For more, go to: artsguildofsonoma.org

Membership News

After the big push in March, April is pretty anti-climatic. We had one student membership renewal: **Sophia Ramos**.

Membership not only gets you a big discount for our Art Shows, but also exclusive opportunities, such as the upcoming **May 7 Reception at the SpringHill Suites**, or art exhibits at local businesses. Proceeds are used to provide scholarships to art students and for community events, such as our annual Chalk Art Contest.

You can still join online at www.amcanart.org. Membership is only \$35 for individuals.

Our new mailing address, as of January 1, 2015:

101 W. American Canyon Rd #508-163
American Canyon CA 94503-1163

Marketing Grant Update

Earlier this year, using a Napa County Grant, we contracted with Piazza Marketing Concepts to develop a Marketing & Editorial Guide. This was completed this month, and here is a quick summary.

First, we have several variations on our new Logo, ranging from the current multi-colored version to text only or a one color logo. This is important when developing new flyers, brochures and handbills.



New Letterhead

We also have new standards for fonts and colors—and this Newsletter reflects those changes (let us know what you think!).

We also have a new letterhead and format for Press Releases, and a new look for our website.

There are also calendars to be used to plan Facebook posts and other announcements. It is recommended to use Twitter and Instagram.

The Guide also outlines several other marketing devices, such as a table cover with our logo, and A-Frame signs to promote our events.

All of this will give us a more consistent and professional look, so critical to enhance our reputation.

Board of Directors Report

The Board met on Tuesday, April 14, at the old Gallery location, but we were shy one Director from a quorum.

No formal actions were taken, but we did discuss the preliminary results of the 23rd Annual Art Extravaganza (see lead article), and the Chalk Art Decorating Contest. We also reviewed the status of various projects in progress, such as our annual Student Scholarship and the

Fourth of July Poster Contest.

The next Board of Directors meeting will be Tuesday, May 12. We will report on the upcoming SpringHill Suites reception and future programming plans.

We want to meet in the local Library's Public Meeting Room, but this is tentative.

Please check our website to confirm the actual Agenda and location: www.amcanart.org any time after May 10.



Board Meetings

Plein Air Event June 7

Award winning water colorist, **Rolando Barrero**, has agreed to offer a Plein Air class at the **Napa Valley Ruins**, scheduled for June 7.

Space is limited to only 15 artists, and only ACAF members. We are still working out the details, but we wanted to get the word out as soon as possible, so members can save the date.

The price will be very reasonable—only \$35 per

person for an afternoon of painting, instruction and critique. We will also provide light refreshments and water.

The idea of holding a Plein Air paint-out was the result of our recent **Tour the Ruins** event, courtesy of McGrath Properties, the developer of the Watson Ranch Project, which includes the future Town Center.

For the latest information, check out our website: www.amcanart.org