



Touching Base

April 2012

ART FAIR ON THE SQUARE DRAWING – MAY 7;

DEADLINE TO APPLY – APRIL 18

Every MAG member is eligible to participate in the drawing for Art Fair on the Square.

Art Fair on the Square is a yearly event sponsored by the Madison Museum of Contemporary Art. Several Madison art groups are allowed booths to participate and must follow all the same rules as other exhibiting artists. In past years MAG has had two tents, which allows for six artists. This is a big show, intense, hot, busy and very fun and hopefully, profitable.

It takes a lot of preparation and hard work. Be prepared if you enter and win a spot. It involves having a sales permit, building adequate inventory, setting up and breaking down tents and your display area, and remaining adaptable to weather conditions. Many meetings are mandatory and everyone has a big responsibility. Depending on the booth fee charged by MMOCA, the individual portion of the booth fee is usually about \$175.

Once your name is drawn, if you drop out, you lose your space! Subsequent artists in line will move up if they can. Fees will be returned if spot is filled.

- Norma Koshalek

[The application form for inclusion in the drawing is on Page 4 of this newsletter.]

HILDALE ALL GUILD ART AND FINE CRAFT SHOW

November 3rd and 4th, 2012

If you are interested in sharing a booth with another artist for the Fall Hilldale All Guild Art Show, please let me know so that we can make these arrangements. We usually have several artists who do not want a full booth.

It is so important to display your work if you want to sell it. Many artists have follow-up customers after a show. Please have business cards ready to hand out so customers can contact you.

The Guild has display racks that can be rented.

If interested please contact: Peter/Loretta Dooley – 271-7472 or peter@h2ocolorart.com.

[An application form for the Fall Hilldale All Guild and Fine Art Show is available on page 5.]

MINUTES – April 2 Board Meeting

- Only four people attended the Chazen Museum tour on Sunday, March 25.
- There is confusion about the Art Fair on the Square drawing. Some people think it is only for this coming year. Pam will send out a special e-mail, stating basic information for the drawing, and the article from the March newsletter plus the application form will be included in the April “Touching Base” issue.
- Discussion on how to reimburse members for printing costs for both the newsletter and Salon materials resulted in agreement that all printing should be in black and white, and reimbursement should be the going rate per page of what printing companies charge, i.e. 7 cents per sheet.

MINUTES – APRIL 2 MAG Board Meeting (continued)

- Salon planning is right on schedule. Eighty-six letters have been sent to area businesses soliciting donations for the Salon, the committee has met twice, Cindy Koshalek will order the postcards, and Norma Koshalek will create the award ribbons. Co-chairperson Sue Lewis presented a formula for determining the relative value of the awards for each category and type of award, which was developed by David Carpenter. Pam Andros moved that the award guidelines be accepted, and Susan seconded the motion. Motion passed unanimously.
- Treasurer's report – Susan reported that there is \$10,621.98 in the checking account. She has renewed the insurance policies.
- Pam shared information on the Power2Give program that is expected to launch in Dane County this summer. This is an online program that will match artists and donors. The Dane County Cultural Affairs Commission is looking for projects that might be eligible for funding assistance through the site
- Loretta Dooley reported that feedback on the Hilldale Art Fair, held March 31 & April 1, indicated that 80% of the participants were pleased. She stressed that artists must abide by the Hilldale hours: Saturday (10-9) and Sunday (11-6) with no exceptions. Those who do not stay for the entire show will be not be allowed to participate in future shows.
- Cindy proposed that MAG sponsor various galleries in 2014 as part of the MAG Centennial celebration. She volunteered to chair this aspect of the event.

Respectfully submitted,

Norma Hove - for Kerri Shannon, Secretary

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NOTICE: WATCH FOR YOUR SALON PACKET, WHICH INCLUDES INSTRUCTIONS AND FORMS FOR THE 2012 SALON. IT WILL BE MAILED ON OR BEFORE APRIL 20.

ART FAIR ON THE SQUARE DRAWING

MAY 2012

ARTIST'S NAME _____

FULL ADDRESS _____

TELEPHONE NUMBER _____

CELL PHONE NUMBER _____

MANDATORY ON THIS BALLOT - *Ballots without sales permit number WILL NOT be eligible for drawing:*

WISCONSIN SELLER'S PERMIT # _____

Mail the above COMPLETED form, postmarked no later than April 18, to Norma Koshalek, 116 E. Gilman St., Apt. 6-G,
Madison, WI 53703

CUT & RETURN TOP HALF OF THIS SHEET

All applicants must be a current Madison Art Guild member in good standing with all fees and dues paid at the time of drawing and having met all MAG show obligations. Once the drawing has been held, to remain eligible all meetings in preparation for Art Fair on the Square are mandatory for those participating within a given year. For those who plan to participate the following year, some meetings are mandatory.

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- ALL BALLOTS MUST BE POSTMARKED NO LATER THAN APRIL 18, 2012, AND MUST BE MAILED TO NORMA KOSHALEK, 116 E. GILMAN ST. - APT 6-G, MADISON, WI 53703.
- THE DRAWING WILL BE HELD AT THE BOARD MEETING ON MONDAY, MAY 7, AT SEQUOYA LIBRARY AT 6:30 P.M.
- ALL APPLICANTS ARE WELCOME TO ATTEND THE OPEN BOARD MEETING ON MAY 7, AT WHICH THE DRAWING WILL BE HELD.

MADISON ALL GUILD / INVITATIONAL FALL ART SHOW

HILLDALE MALL - November 3rd and 4th, 2012

Hours: Saturday 10:00 a.m. - 9:00 p.m. Sunday 11:00 a.m. – 6:00 p.m.

Check must accompany application and made payable to: LORETTA DOOLEY

DATE OF APPLICATION: _____

EXHIBITOR: _____

ADDRESS CITY STATE _____

TELEPHONE: _____

E Mail Address _____

MEDIA: _____

WEST WING: _____ \$ 75.00

West Wing SPACES ARE ODD SIZES-NO ELECTRICITY

MAIN LOBBY: _____ \$175.00

After the committee meets and they have selected the artists and if you were not selected and you want to be on the waiting list please mark application. Artists on the waiting list will have the opportunity of filling any cancellation. You will be notified if you are on the waiting list. Fee will be refunded if you are on the waiting list and do not get in.

When you have been accepted and have made a commitment you must exhibit. YOUR ENTRY FEE WILL NOT BE REFUNDED IF YOU CANCEL

If not accepted application and money will be returned promptly.

In case of an emergency contact the coordinator immediately.

We will send out an information packet one month prior to show.

DO YOU NEED ELECTRICITY YES _____ NO _____

How many postcards will you need _____

If show is filled, do you want to be on a waiting list??? _____

Hilldale is not responsible for any accidents or loss of artwork. You must sign:

ARTIST _____ DATE _____

LORETTA DOOLEY, ALL-GUILD INVITATIONAL HILLDALE SHOW COORDINATOR

Phone 608-271-7472, 4909 Holiday Drive, Madison, WI 53711