



*President:* David Williams  
*Vice President:* open  
*Secretary:* Colette Girard & Cindy Koshalek  
*Treasurer:* Mary Reines  
*Past President:* Christine Echtner & Karen Watson-Newlin

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**Important Upcoming Dates**

June 17. Virtual Art Night. 7:00 PM.  
July 13. MAG Bi-monthly meeting. 6:30 PM  
July 24. Summer Salon pickup.

**Art Night!**

Our next Art Night is a virtual event on Wednesday June 16 at 7 pm.

Use the following link to attend.

Topic: June Art Night

Time: Jun 16, 2021 07:00 PM Central Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/86275304718?pwd=MEFvQ2VmU0tFaXIINU5PUmxjZDZYZz09>

Meeting ID: 862 7530 4718

Passcode: 405919

Have a work of art to share, relax with your favorite food or drink or just hang out with us!

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## Future Art Nights

Starting in July we will go back to in person Art Nights as long as there is someone who is willing to host that month. If you would like to sign up to host please send an email to [newsletter@madisonartguild.com](mailto:newsletter@madisonartguild.com) with the month you would like to host. The host chooses the date of the event (you do not need to pick the date when you sign up) and since we are not completely free of COVID, they will also indicate the social distancing, masking and food rules for that month. Please respect the host's rules if you plan to attend one of these in person events.

### Tentative Future Art Night Schedule

July: Christine Echtner

August 17: Theresa Drinka

September: open

October: open

November: open

## MAG Social Media

We would like to run a "Summer Studio Series 2021" on MAG social media from Memorial Day through Labor Day.

Participation is encouraged but not mandatory. All are welcome including those who have already been profiled in the Artist Profile series currently running.

We will post as many responses as come through, and the more the better. If you have more than one work space / studio, feel free to send separate responses for each and we will run them all.

To participate, please send an email to [sm@madisonartguild.com](mailto:sm@madisonartguild.com) with the following:

- 1-3 photograph attachments (more if you wish) of your studio or workspace, which can be anything - a room, basement, kitchen table, desk or even the outdoors if you work primarily in nature.

- answers to the following questions (leave blank those you do not wish to answer):

Tell us about your work space.

Did you plan the layout or did it develop organically over time?

Do you listen to anything while creating? (music, TV, podcasts, other)

Do you work on one project at a time, or several?

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You can post your own announcements on the Facebook group ("Madison Art Guild") once you have joined it.

Contact Kristin to have any announcements posted on Instagram - "Madison\_Art\_Guild". Please find and "follow" the Instagram account if you are on Instagram. You will be followed back.

## Artist Profiles on the MAG website

We are thrilled to have added many new artist profiles to the website this spring. In addition to the 8 new MAG Members in April, we have added 16 additional artists for a total of 71 artists represented. See <https://www.madisonartguild.com/artists/>.

A huge thank you to Christine Echtner and Karen Watson-Newlin, who worked countless hours to bring the new website to life. Andrea Woito Murray and Mike Topper have continued the work this Spring, making updates and adding content. It's still a work in progress, so if you are someone with Wordpress experience, we would love to have your input. Contact the MAG website team at [web@madisonartguild.com](mailto:web@madisonartguild.com).

And if you missed this opportunity, rest assured that you will have another opportunity to add your work to the website in the fall. In the meantime, make lots of art, and check out this great resource for photographing your work so that you are ready with images when it's time. <https://mailchi.mp/4893ed00b4f6/june2020-newsletter-1655702>

## Opportunities

Martha Fitzmier will oversee the Fall 2021 new member jury process and is looking for one or two members to work with her this coming Fall. This is a great opportunity to fulfill your volunteer requirement for the Guild and to meet new members. Please contact Martha at [newmembers@madisonartguild.com](mailto:newmembers@madisonartguild.com), if you are interested or have any questions.

The Fall jurying process will be virtual. The online procedure, now an automated process (from completing an application to the judge's jurying form), is streamlined and more manageable for the New Member Committee.

## Donations to MAG

Did you know that MAG is a 501c3 organization? Much of the money in MAG accounts has been designated by donors over the years to specific categories of awards for the Summer Salon and scholarships for MATC art students. Over the 114 years that MAG has been in existence, many artists and their families have donated money to allow these awards and scholarships to continue. Most donations have been given to MAG as part of

a deceased member's estate. Some of these award categories and scholarships are being exhausted and in the near future could constrain MAG's ability to offer monetary awards and scholarships.

In the past few years MAG has purchased a new tent, shelves, and other set up materials for art fair on the Square and other art sale opportunities. In the past year MAG developed a new website to keep up with the times and allow MAG artists clearer venues for their work.

To keep these wonderful benefits going forward we are asking members to consider giving to MAG as part of your annual donation programs. There are many different ways you can give. You can either designate your donation for a specific purpose, like scholarships for MATC art students, or a fund for a special award category for a certain type of art at the Summer Salon. If you are 72 or over you are mandated to spend down part of your IRA. You can use that opportunity to make a tax-free donation to MAG. It can be designated or undesignated. Consult your financial advisor or attorney for instructions. If you need MAG's federal ID you can contact the MAG treasurer at [treasurer@madisonartguild.com](mailto:treasurer@madisonartguild.com). Large or small, your donation to MAG will encourage artists to grow and will allow MAG to keep supporting artists within and outside our organization.

## MAG Member Exhibitions and News

Any show you are in or any awards you have won may be listed here. We are limiting each to one or two sentences with no photos included. Send to [newsletter@madisonartguild.com](mailto:newsletter@madisonartguild.com) by the 20<sup>th</sup> of each month to be included in the next newsletter.

You can post longer write-ups with photos in our Facebook group.

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Have a question or concern about MAG but not sure whom to talk to? Please reach out to us by email! Here are role-specific emails that are currently monitored by our team of fabulous volunteers: <https://www.madisonartguild.com/about/leadership/>

## Bimonthly Meeting Minutes

MAG BOARD MEETING MINUTES

May 11, 2021, 6:30pm via zoom

In attendance: Martha Fitzmier, Colette Girard, Dave Williams, Andrea Murray, Theresa Drinka, Terry Sullivan, Barbara Koykkar, Nancy Mather, Mary Reines, Mike Topper, Kristin Johnson, Tom Kuchenbecker.

## Summer Salon

\*Colette reported that, as of today, 43 members have registered. Most members usually wait until the last minute to enter. 9 volunteers have stepped up to assist with drop off on May 29. We will have 3 check-in tables

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and 4-5 vehicles for transport to the hospital. Our judge, Leslie Iwai, will select award winners on May 30. We have arranged for "blind judging" meaning that artists names will be covered. Mandy will take pictures of the winning artwork and all award details will be shared in an email to members. It was discussed and agreed that masks be required during drop-off.

### **New Members**

\*Martha reported that 4 of our 8 new members attended the new member zoom meeting. A link to the recording will be posted soon. Martha will resign her position as New Member Chair after the Fall jurying. She recommended keeping the jurying virtual and offered to show her replacement how to use the online process recently put in place. We should select a new judge to replace Leslee Nelson. Is it time to resume once a year jurying or should we stay with twice yearly?

\*Andrea suggested creating new member profiles directly from the information that artists submit for jurying.

### **Art Fair on the Square**

\*Terry reported that AFOS has been moved back to Sept 25 and 26. He is waiting for confirmations from 2 of the MAG booth participants who were selected via lottery.

### **Treasurer Report**

\*Mary summarized the results of her audit from the last 4 years and thanked Tom for his many years of careful record keeping. The new format now in place will make it easier for MAG to make financial decisions. Due to a few big expenses such as the website and other purchases, our revenues are down. Mary noted that PayPal gives us \$43 of every \$45 paid for dues. It was questioned whether MAG should still pay for a P.O. Box, but Tom pointed out that our bills are sent there, plus we receive art show notices that could be shared with members via the newsletter. We will keep the P.O. Box.

\*Should MAG refund the yearly scholarship that we donate to MATC as well as the \$100 to the Madison Library? Since we no longer use the library for meetings, it was decided that we drop that donation but keep the MATC scholarship as a community outreach gesture. To maintain MAG's 501c3 status, we will continue to sponsor a late Fall virtual fundraiser.

\*The fee for Nate, our web consultant, is a big expense. Should we end the contract? Andrea said that she and Mike still have more to learn from Nate regarding website maintenance, so we should wait.

\*When Mary questioned renewing an insurance policy for board members, Tom related an instance in the past when a disgruntled member threatened to sue the board. We will keep the insurance.

\*Colette presented a proposal to upgrade our MailChimp account so that Andrea can schedule the release of informational communications ahead of time. Mary confirmed that MAG could and should upgrade.

\*Theresa suggested that members may wish to consider MAG in their wills and that we should provide instructions for doing so. She will write something to put in the newsletter.

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\*Should we increase the membership fee? Dues have not been raised since 2013. Mary reported that membership has declined. Why are people dropping out? Are we not offering members things that we should?

### **In Person Events**

\*We should follow Dane county guidelines for public gatherings.

\*It makes sense to keep board meetings virtual..

\*Art nights are private gatherings and should move toward in person as soon as someone volunteers to host. The person who hosts will determine the guidelines regarding mask use, vaccination status, distancing etc. Members who do not feel comfortable with the guidelines set by the host can choose not to attend. MAG should send out a survey to determine whether members are ready for in person meetings. Dave will put something in the next newsletter. Carpooling is a good option for in person art nights.

\*The Annual Dinner is expected to take place in person this October, if conditions allow. Chris and Karen have volunteered to plan the event.

### **Social Media**

\*Kristin reported that we have 127 followers and noted that many are not MAG members. She presented her idea of posting member profiles and pulling images of artwork from the website. She would also like members to send in pictures of their studios. Dave will put a request in the newsletter.

\* Andrea asked if we might stimulate members to help other members get their profiles set up. It's not even necessary to post a lot of images. Perhaps just a short bio to identify as members of MAG.

### **Miscellaneous**

\*Dave introduced a motion that we create a new board level position, "Annual Meeting Chair", which would become effective after Chris and Karen have left their board positions. Because the annual dinner demands significant time and energy to plan and to implement, having a coordinator makes sense. Colette seconded the motion and a vote was taken. No one opposed and the motion carried.

\*It was noted that, per Pam Andros, we do not qualify for a Dane Arts grant.

\*One of our new members requested that MAG add a new art media category. After discussion, and based on the already large number of existing specific categories, it was decided that we are not currently able to add any media options to the website. Dave will follow up by suggesting that the member include any special information in their bio.

Submitted by Colette Girard