



Supporting art in the community, in the schools,
and artists with art activities

Post Office Box 2623, Petaluma CA 94953 ... 707-792-2978

Petaluma Arts Association Newsletter February 2017

Next Regular meeting, Tuesday, February 7, 2017

Program: 2017 planning

**The Petaluma Arts Association Meetings are held the first Tuesday of each month at
Petaluma Arts Center, 230 Lakeville Street, Petaluma
(in the historic railroad station)**

Business meeting 6:00 to 7:15 followed by a break

Program 7:30 to 8:30

Visitors and potential members are always welcome!

Call for Artists

The current exhibit at the Boulevard Cafe is due to be replaced on February 15th at 3:00pm. Please send details of your paintings, between 16 and 30 inches in any direction to **Maria Lewis**, lewisarte@aol.com.

Membership and Fees for 2017

If you have not yet renewed your membership, please download the form from the PAA website. www.petalumaarts.org

Look for a new "Member Packet" to arrive in the mail before the February meeting.

NOTES FROM THE JANUARY 2017 GENERAL MEETING

Discussions included ongoing annual PAA events (Art in the Park, Open Studios, The Spring Library Show, PAA's Art in Education grants), 2017 programs and presentations (list not yet completed), suggestions for field trips and workshops, membership, and collaboration with The Petaluma Arts Center (see proposal below).

Open Studios — Mary Bales, Chairperson

Eight members have already committed to the 2017 event.

Annual Spring Library Show — Diana Corvelle, Chairperson

Field trips and Outings ideas presented included:

Asian Art Museum

Art Center for 5 Women Emerging Artists exhibit

Marin Moca (first Sunday of each month),

Joan Hart

Healdsburg

Santa Rosa Finley Center

Sebastopol Center for the Arts

Suggestions for Workshops

Marbling

Gelli Printing

T Shirt

Collage

Altered Book Project

Silkscreen

CONTACT INFORMATION

Board Members

President: **Elaine Larson**

Vice President: **Maria Lewis**

Treasurer: **Bob Phillips**

Secretary: **Yvonne Glasscoe**

Membership: **Maria Bales**

PAA Board meets at 5:00 p.m. at Maria Lewis's house the Monday before Tuesday meetings.

PAA Web Site www.petalumaarts.org

PAA Newsletter personalediting@gmail.com

News should be submitted by the 15th of the month preceding the activity.

Voicemail 707-792-2978

U.S. Mail P.O. Box 2623, Petaluma, CA 94953

Facebook <https://www.facebook.com/pages/Petaluma-Arts-Association/37725552365532>

Proposal to be discussed at the February general meeting

Treasurer Bob Phillips presented the following to the members at the January planning meeting. Details will be discussed at the February meeting.

Petaluma Art Center and Petaluma Art Association
Optimizing Mission - Focusing Resources
A Vision for Collaboration and Cooperation

PAC Mission and Vision: Building Community Through Art. To create a place in central Petaluma where: Visual artists present and market their arts; Regional and nationally recognized artists host exhibitions; Cultural performances draw local residents and visitors; Creativity and self-expression are fostered; Arts education is offered for people of all ages and means.

PAA Mission: The Petaluma Arts Association (PAA) is organized to provide a supportive fellowship that motivates and encourages its members (artists) to develop and expand their skills and appreciation in the field of art, to provide activities that promote appreciation of art in the community, and to encourage and help develop art programs in the schools.

PROPOSAL: To organize the resources and capabilities of PAC and PAA to optimize their respective missions in service to their communities

STRUCTURE: PAA to operate as an all volunteer program under PAC's 501-c-3 status.

FINANCIAL: PAA is a self sustaining all volunteer program. PAC and PAA will have NO mutual financial obligation to support each other. PAA and PAC may share resources to optimize their mutual missions.

MEMBERSHIP: PAC and PAA can retain existing membership structures as well as explore new categories of membership designed to attract more artists and community members.

IMAGE AND MARKETING: Working together PAC and PAA can speak with one voice on common issues while maintaining separate identities for specific functions.

ADVANTAGES TO PAA IN EXPLORING THIS COLLABORATION:

The Petaluma community benefits from PAC and PAA working together to deliver coordinated and synergistic programs and services.

A mutual focus on art education priorities. Combining volunteer staffing and funding contributions promises to create a greater community impact on art education than both organizations are accomplishing now on their own.

Opportunities to improve web and other community information tools can benefit PAC and PAA while potentially lowering costs for both.

PAC and PAA may have greater potential to qualify for grant or other funding opportunities with organizations that value collaboration among local programs to benefit a community.

PAA can access PAC's 501-C-3 status to benefit donors to PAA and to get discounts for participating at events like the Home & Garden Shows.

PAA can access PAC's mailing list in publicizing events, programs, and workshops.

PAA can receive guidance and assistance for publicity from PAC staff and volunteers.

PAA will have a presence in an art setting (PAC's building).

PAA will have easier, cheaper access to use PAC's classroom for classes and workshops.
PAA will have the potential for an increase in attendance at meetings and presentations because of exposure to local artists who now belong to PAC and not PAA.

PAA and PAC may have joint membership in the Chamber of Commerce, Downtown Business Association, AQUUS, etc.

Greater visibility for PAA in the local community. Right now many people don't know there are two different organizations and presume PAC represents local artists because they have a physical presence. Our story has been "PAC brings culture to Petaluma and PAA supports local artists." We can change that story to be "PAC and PAA collaborate to bring culture to Petaluma and support local artists."

Free use of PAC's classroom for our meetings.

Increase opportunities for our artists to show locally.

A beginning for further collaboration and cooperation with other art groups.