



Pasadena Society of Artists: JUNE 2022 ANNUAL MEETING

Blinn House, 160 N. Oakland Avenue, Pasadena, CA 91101

Attending:

Art Carrillo, Liz Crimzon, Robert Crook, Darien Donner, Mims Ellis, Rene Hoffman, Dorothe Horttor, Pat Lee, George Miller, Chris Moore, Vic Picou, Pascal Rane, Rhonda Raulston, Serena Refoua, Larry Rodgers, Steve Smith, Bob Sullivan, Debbi Patrick Swanson, Kathleen Swaydan, Elaine Tietjen, Ken Weintrub. **21 total**

Meeting called to order: 10:20

Robert Crook, Exec Vice President

Introductory remarks welcoming PSA back into the historic Blinn House, which has been PSA's meeting place off and on since the 1940's. The Exec Board is working with Pasadena Heritage to craft an annual lease contract for monthly meetings, occasional Board meetings and bi-annual member screenings.

Introduction of Kathleen Swaydan as Acting Interim President: President Shaney Watter's family demands and relocation to San Diego require her to step down as President, and pursuant to the PSA Bylaws, the Executive Board met to appoint Kathleen Swaydan (PSA's Treasurer) as the Interim Acting President.

Kathleen's role as Treasurer gives her an in depth understanding of PSA, and we are very appreciative that she has accepted this additional responsibility.

Executive Board members will continue to serve: Exec VP: Robert Crook; VP Exhibitions: Larry Rodger; Treasurer: Kathleen Swaydan; Secretary: Rhonda Raulston.

Kathleen Swaydan, Acting Interim President

Kathleen is pleased to accept this position and is excited to work with the Board over the summer to rebuild our outreach, programs, and artistic community after the previous two years of pandemic inactivity.

There will be *no member meeting in July*. We will have our *Summer Party on August 13* in lieu of a meeting, and regular meetings at the Blinn House will continue in September.

We will be creating an art-related programming schedule which will rely on our many talented PSA members for monthly programs: specific media and technique demonstrations and lectures and talks on the business & marketing aspects of being an artist (framing, copyright law, writing an artists' statement, how to sell yourself and your work, engaging your audience). We are also planning some group art activities, as well as having outside presenters (Golden Paints, etc.)

We are a volunteer-run organization, and going forward we will have a volunteer job board, outlining the task, skills & time needed, deadline, and report-to contact.

Larry Rodgers, VP Exhibitions

Our exhibition catalogs engagement through ISSUU have been remarkably robust, with 8808 impressions & 611 reads averaging 4 minutes. The total number of visits for all online exhibitions to date is: 39,808 with 6949 staying to read. We will continue to use online catalogs for upcoming exhibitions.

Upcoming exhibitions:

>> **Artists Choice Exhibition in October**, with a mid to late August take in. This will be at White's Gallery in Montrose as well as online.

>> OPEN **Juried exhibition, ONLINE in August**. Take-in in July. NOTE: Initially planned as an online only exhibition, but when asked, the members unanimously preferred an in-person venue as well. Larry and the Exhibitions Committee will continue to work to find venues.

>> **Media specific: Photography & digital works, ONLINE first week in November** (traditional as well as digital imaging). Take in September. If possible, the members would like an in-person venue as well. Traditional photo (film, print, color, white), digital from camera; digital imagery – combinations. **DISCUSSION** ensued re: the specifics of what work would be accepted. (Would a work that was generated on a computer – with no photographic element as a basis – be accepted?) Larry agreed that he would reach out to the computer graphics artists to create an inclusive Call for Entry.

ACTION ITEM: Finalize the criteria for this show.

Rhonda Raulston / speaking for Kruti Shah, Grants Director

We recently received \$2500 from Pasadena Arts League to be used for additional outreach during the challenges of the pandemic, which include outside programs, Zoom hosting, video host sites, training in social media, including uploading videos to Instagram and Facebook, etc.

Darien Donner: Newsletter Chair

We are working on a *new design for the newsletter*. Submission guidelines will be coming out soon, including the need for publish-ready text, limited word counts, and a deadline schedule. Darien reminded us that she is not an Editor – she simply compiles the submissions into the newsletter. *Elaine Tietjen volunteered to help as back-up editor (in addition to Allison Davies).*

Featured Artists: We need a more methodical approach, and we will be featuring new members first, and then including additional artists. Rhonda suggested giving preference to those artists who update their Artist Profiles on the website, as a way of encouraging artists to keep their work updated.

Artists' opportunities: The redesign of the newsletter will include a section for artist opportunities, which could be non-PSA calls for entry, art stores (check out Blue Rooster), artist discounts, workshops (online or in person). **DISCUSSION:** Many felt that the PSA PRIVATE Facebook page is the best venue for outside Calls for Entries. Ken Weintrub suggested LA Arts Opportunities as a resource, but both George and Debbi said they do not allow reposts of their content. However, we can have a link in our newsletter to their site.

DISCUSSION re: Facebook private page vs. public page. Robert reminded everyone that we need more content for our public page, and the entries that are on the private page should also be shared on the public page. George Miller reminded us that the public page is Administrator controlled, and is not open for general posting. (Rhonda and George will meet to discuss a way of increasing member posts to the public page).

Rhonda Raulston: Secretary

Rhonda announced "Volunteer Requests" for three tasks: (1) Research for contacts to increase our audience data base – *Elaine Tietjen volunteered*; (2) data entry of contacts and

maintenance of member records in our Firespring data base - [Chris Moore volunteered](#), and (3) Research for newsletter content for Artist opportunities.

Going forward, all volunteer requests will include task, time commitment, skills required, deadline & contact person. Template attached below.

Debbi Patrick Swanson: Director of Communications

Logo redesign – Matt Tanaka is continuing to work on the logo redesign.

Public Relations and Marketing outreach was massive for the 97th Annual Juried Exhibition. We had stories featuring Larry Rodgers and Juror, Ken Ronney, in the Pasadena Journal, Pasadena Now, Pasadena Weekly, Altadena Neighbors, Burbank Leader, online: neighborhood “Patch” forums and social media (Facebook and Instagram).

ACTION ITEM: Debbi will send in several Volunteer Request forms for work needed by the Communications Committee – primarily for updating Smartsheet database, and social media help.

ACTION ITEM: Debbi will give us a Press list to be included in the Firespring audience contact lists and the Smartsheet data base.

Robert Crook: Executive Vice President

Update on Centennial planning. Robert has reached out to both the Pasadena Museum of History and the Norton Simon Museum as possible exhibition venues for our 100th Annual Juried Exhibition. There are no firm commitments at this time. Robert has also been in contact with the Norton Simon regarding archived works in their collection by past PSA members. [Vic Picou volunteered to help Robert and Centennial co-chair Patricia Jessup-Woodlin.](#)

Larry mentioned that we will have the Betsey Leuke Gallery available for our exhibition in 2025.

City of Pasadena Public Art. Pasadena has a rotating public art program and Robert is actively involved in selecting art. Please contact Robert and look for upcoming opportunities

Vic Picou, Past President

Vic Picou reminded us that we have an ongoing annual opportunity at the Fine Arts Club of Pasadena, working with Jo Butcher, who will invite one PSA artist each year for their one-night fund raising dinner.

Vic continues in his role as Salon Coordinator. The *next Salon is Saturday, June 18* from 2-4pm at Barbara Thorn's home.

Members introduced themselves

April 2022 new member, PASCAL RANE shared his delightful pastel and conte artwork of beautifully executed portraits of Stevie Nicks, Boris Karloff and Miles Davis.



Raffle. We collected \$59 from raffle sales to fund our Starving Artist Fund. Thanks to everyone for their generosity.

NEW: MINI-GRANT : We have a new opportunity for our members. A raffle drawing for a \$100 cash mini-grant which is to be used for any art-related enrichment (art supplies, workshops, etc.) and the only requirement is that the recipient return within 3 months to tell us what they did and how much fun they had. [Chris Moore received our first Mini-Grant.](#) We look forward to hearing all about it.



NEXT MEETING & Summer Party August 13th at Rhonda Raulston's home.

Meeting adjourned 12:00p

Respectfully submitted by Rhonda Raulston, Secretary
June 14, 2022