

## **Wisconsin Visual Artists South Central Chapter**

### **Meeting Minutes December 15, 2020**

The South Central Chapter member meeting was held online 6:30-8 pm using Zoom. There were about 18 members present who introduced themselves.

#### **Welcome**

Pam Grabber, a new member, paints in watercolor, oil, acrylic and gouache. She looks forward to being in WVA shows and is also part of the Mt. Horeb art group.

#### **Reports**

There were no reports.

#### **Announcements**

The website overhaul is ongoing. Rosie, the web person, is using Word Press. She is working to have the site sort artists by media and include member work images.

Jayne would like us to email artist shows or other information to her or Ally. They will put on Facebook and Instagram. Information can also be shared in monthly news and magazine.

The SE chapter will have an online show in January. They have also set up two in-person shows for the future.

Programs ideas for online meetings include highlighting a couple of member's processes or sharing online tips.

The State Board discussion in January will include member input on what to focus on for 2021.

- partnering with other organizations—AWA and WRAP, Jennifer mentioned Surface Design Association.
- mentorship/sponsor program
- becoming more inclusive, diverse
- reaching out to public officials—Wisconsin Arts Board make artists more informed about laws and legislation
- online tools recommendations to add links to our website
- ideas for venues for shows and genre/media suggestions—perhaps statewide shows for certain media

#### **Program**

Jane Barnard shared her watercolor image and text series. She started this intuitive series of shifting frames in the 90's. Orbs are featured in the structure of the rectangle, around which is added poetry text. She later transformed orbs to nests inspired by poetic prose from poet Bachelard. She uses overlapping planes with partial light to mimic reality. Her wet on wet watercolor technique allows her to lift color with a brush rather than using white paint, tape, or other mask. Text appears around rectangle in markers or pens. Jane will be in art residency program in Italy next summer.

Jennifer Angelo, a fiber artist, presented her online marketing experiences. She discovered felting while living in New Zealand. She sold her scarves to cruise ships and gift shops. Back in Madison she sold at art fairs. She sells online now and explained how to. First choose a business and domain name to set up pages for home, about, contact, product, social media links and email subscriber signup. Get email addresses by blogging, posting on Facebook and Instagram, or offering customers something on a landing page. Add email addresses to a program such as Mailchimp. Decide whether you want to make your site, use a community site such as Etsy, or market on eBay or Facebook. Your site should include description and measurement copy and good photos. Upload images to Facebook or blog.

The following discussion included the importance of being in a group of your media to find how others are marketing or showing their work. The downside is that some media groups talk more about technique than shows. Facebook groups and word of mouth are options. A list of online virtual shows is on Zapplication.

Merikay Payne, secretary