

MHA EC April 12, 2018

**Attendees:** David McGee (Chair), Jay Alexander, Cindy Angelelli, Evy Grouse, Jan Schopen, Sandra Smith, Lee Madden, Martha Faires, Thea Barbato, Mary Beth Thomas

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The Mint Hill Arts Executive Committee met at 4:00 p.m. on Thursday, April 12, 2018.

David called the meeting to order at 4:05 p.m.

Next month's meeting is scheduled for 4:00 p.m. on Thursday, **May 17**, 2018, at 4-6 p.m.

The minutes of the meeting of February 15, 2018, were approved as circulated.

### **Action Items and Committee Reports:**

**David** brought several items to our attention:

1. The Chamber of Commerce is planning an Art Crawl in October which spotlights MHA.
2. Judy proposed that MHA teachers do an exhibit in Town Hall; they have agreed to show their work in October.
3. We are registered to participate in Discover Mint Hill on Saturday, May 5, 9:00-1:00 at the Historical Society. Kim will do children's activities and Mila will help with the booth.
4. Mint Hill Madness is held on Memorial Day weekend, May 25-27. David had questions about the contact information for MHM. He has arranged for ROTC students to help with set up. Peggy has set the schedule for volunteers into 2 hour shifts. Her information was sent on mail chimp.
5. Art in Park, now called "Sunday Afternoon in the Park" happens in August.
6. David presented an idea from the Chamber Meeting as Phil Angelo, a businessman who has recently moved here, discussed his interest in Mint Hill. The Chamber seems interested in improving its image by expanding the presence of artists in five yearly events, expressing particular interest in an October Art Crawl and the idea of opening the gallery during the event weekends, having participating artists set up to sell and demo in businesses around town, We discussed the possibilities and advantages of such a project, and agreed that the Town must make it happen.
  - Cindy would like to see a strategy team work on the project. She also said that it may be possible to get an ASC grant for the project.
  - Thea said that it is a very labor-intensive project and we would need the Town to carry at least 80% of the work for us to consider the 20% of labor that we could add.
  - Sandra emphasized that the Chamber must get merchants to buy into the idea and partner with us.
  - After further discussion, we moved to work with the Town in this endeavor.
7. David mentioned Romie's hope that in the future, the Town would host a juried art event during Mint Hill Madness to draw local and regional artists.
8. David said Judy has suggested that we request permission to advertise the Town Hall exhibit in local shops.
9. We discussed the problem of very low turnout for the Town Hall Exhibit and David said we need a quality sign for the show.
10. David is going to Plantation Estates on April 19 at 11:00 a.m. to make an appeal presentation for senior volunteers. He will take a video, but needs help with video set up. It was suggested he take Auxiliary Host Forms, flyers, and a sign up sheet. He will send

volunteer information to Beth Harvey, and Ann will train volunteers. Volunteers are encouraged to work with a buddy instead of being alone in the gallery.

11. David said the MHA Gallery sign will be finished very soon.
12. It was noted that the rolling sign is blown around on windy days. Jay volunteered to fix the problem.
13. David said Kristy Kickert suggested that in order to simplify the thank-you process for sponsors, that we have a donor info/thank you form that can be given to sponsorship donors immediately when they give their donation. After a discussion of the requirements of the letter/form for tax documentation, Thea agreed to write the letter that includes the necessary form.
14. David expressed his hope that we can continue the Plein Air event and put out some ideas for ways to get more help. We considered his idea that we work with MAG either as a joint venture or a bi-yearly venture, considered the problem of gaining sponsors, discussed the desire to be focused on Mint Hill and ways to expand if we worked with MAG.
  - Martha mentioned some of the issues of concern we previously discussed when we considered working with MAG— locations, maps, shared responsibilities, place of judging, etc. She also recapped her part in organizing and running the event and stated that she felt getting sponsors and a judge were two big, time-consuming roles that she did not feel she could handle well.
  - We agreed that David, Judy, and Martha should discuss these concerns together.

**Lee** presented the budget report handout. We are fiscally sound.

1. Cindy thanked Lee for his input on information she needed for grant applications.
2. David sees future possibilities of the Town giving us space—if we show our value to the Town.
3. Jay applied for and received a \$600 donation to MHA from the Duke Energy Foundation.
4. Lee called NCDOT about the need to repair the parking lot entrance. He has had no return call. He also called Bill who said he will address the issue and contact NCDOT. David will buy 4 reflectors for the entrance. We also discussed marking the entrance with paint.

**Thea** gave the Gallery committee report. She had previously submitted details of the report in an email attachment.

The relevant details of the attachment content from Thea are as follows:

1. Mr. Bob Oberg contacted Sandra to discuss the potential of having the inaugural exhibit of the Marianne Oberg Foundation for Spiritual Art (MOFSA) at Mint Hill Arts. This foundation was created in honor of his wife, Marianne, a member of Mint Hill Arts who passed away in 2012. The first exhibit theme would be “Towards the Spiritual”, as Ms. Oberg was a very spiritual individual which was conveyed in her art. The exhibit would display the art of the first MOFSA grant winner, Jennifer McCormick, as well as other artists who applied for the grant. However, Mr. Oberg also felt it would be nice to have some of the Mint Hill artists submit their work as well. He hopes to do this early in 2019 and is eager to get our response. The committee discussed it with the resultant following points being made:

- a. That the show be a juried show for the MHA artists so that there would be some oversight as to the pieces submitted as well as control of the volume as the gallery is not sufficient to potentially exhibit all the art that may be submitted by MHA artists in addition to Ms. McCormick's art and other grant applicants' work. Consequently, MHA artists may be limited to one piece submitted to be juried.
- b. That, although the theme of the show is "Towards the Spiritual", Judy Mizell suggested "Heart and Soul" as the name for the show.
- c. That for the purpose of the call, it would be prudent to define the word 'spiritual', so there will be no confusion in what would be appropriate for this show.
- d. That there should be a clear understanding of the liability issues for outside art coming in, i.e., that MHA relinquishes any responsibility for any art coming from MOFSA.
- e. That there needs to be more dialogue with Mr. Oberg to clarify how he wishes to proceed, what his needs or expectations may be, etc.
- f. That we can feasibly have this show in February 2019 (see 2019 schedule below).
- g. That we need to be cognizant of how we can best delineate the criteria for this show for MHA artists, i.e., how should the call read, and how can it best mesh with the concept Mr. Oberg has in mind.

The committee unanimously agreed that pursuing this exhibit at Mint Hill Arts could benefit the gallery in several ways, including providing a greater exposure in the community, opening up the potential for future similar exhibits once this one is successfully completed, moving into an area of art that has largely not been addressed before, creating a willingness to partner in such opportunities, etc. The final decision will rest with the Executive Committee, which meets April 12<sup>th</sup>.

2. The committee also discussed the upcoming 2019 show schedule with the following schedule tentatively in the works (pending any additional revisions, decisions, etc.)

**January** – Litaker Show continues, with possible early pick up (mid-Jan) to prepare the gallery for the MOFSA show in February (should it be approved).

**February** – MOFSA Show as discussed above, if approved by EC.

**March** – Student Show – judged.

**April** – Photography Show – judged.

**May** – Typically a non-judged show. No theme as of yet, considering Portraits theme again if this year's Portrait show goes well.

**June** – Binders Show – judged.

**July** – Binders Show continues through the month.

**August** – Watercolor/Watermedia show – judged.

**September** – People's Choice – Ribbons awarded, no monetary awards.

**October** – No theme typically – considering a 'Food' related theme. Non-judged.

**November** – Members Only - Judged, no theme. (note that the Plein Air show is still undecided but would typically take place this month.

**December** – Litaker Show – Judged, no theme.

3. Also discussed by the Committee was the possibility of having sidewalk sales at the time of show receptions. This will be put forth to the EC committee as there are still some things to be ironed out, i.e., how does an artist ‘apply’ to sell his/her work, how do we choose, and also limit, the number of participants in a sidewalk sale, also providing a sales form to record sales for the purpose of commission to MHA, among possible other concerns.
4. Judy Mizell indicated that she would help Vicki Crossman in the selection of pieces for the Animal Hospital since it is now a regular off-site location, accepting art other than pet-related art.
5. Other concerns that were brought forth were the ongoing hosting challenges, possibly obtaining a bid to have the floor buffed/polished (EC will make final decision), and perhaps patching visible holes in the walls.
6. The “Open” hours of the gallery were reiterated with the observation that they need to be on the website, etc., if not published already, as they have changed.

We discussed the proposal from Mr. Oberg and agreed on the following:

1. If space is limited, we can jury the entries to limit the number of pieces.
2. We asked if we need to redefine “spiritual.”
3. We considered how this affects our response to other art venues. We determined to draft a general statement about who can or cannot show in the gallery and have that statement reviewed by the EC.
4. We would not be charging rent.
5. Marianne Oberg was a member of MHA and, therefore, has an affiliation with MHA.
6. This proposal is for a one-time event.
7. We request that the event be held in February 2019.
8. We require MOFSA do the publicity.
9. We will have Sandra invite Bob and Jennifer to meet with the subcommittee (Thea, David, Sandra) and view the facility.
10. We then need to have a proposal from them and present our criteria for acceptance.

We agreed to hold our discussion of sidewalk sales at receptions until our next EC meeting.

Martha asked about comparing the income from judged shows with non-judged shows and questioned whether we would make more by having more judged shows, even if we had to pay for awards from the intake fees. This is a data-driven question that we could consider.

We discussed other possible gallery show themes such as surrealism, hyper-realism, fantasy, and fiber art.

We adjourned at 6:09 p.m.

Respectfully submitted,  
Martha Faires  
Secretary, MHA