



Board Member Attendees:

Denise Fontaine-Pincince, Co-President
Susan Shea, Vice President
Donna Cote, Secretary
Sandra Burke, Board Member

Minutes

Agenda item: Welcome Members

Discussion:

Co-President Denise Fontaine-Pincince announced QAA new Officers & Board of Directors. Twenty people attended the meeting.

We welcomed 5 new members to our group.

Agenda item: Treasurer's Report

Discussion:

Treasurer Deborah Sacon was not present to report. In Deborah's absence, Denise Fontaine Pincince reported our recent order of brochures. We need to start rebuilding our treasury. New memberships provide an increase of funds.

Agenda item: Belchertown Fair

Discussion: Our 10 x 10 booth is primarily a Meet & Greet to gain information of our organization. Plan in place to contact artist for purchase of artwork at later date. Roland Gregoire is setup next to our booth with a Community Tree. We are located in the middle of fair lane directly in front of exhibit hall. Our member artwork is set for display at both our booth and within the exhibit hall.

Action items:	Person responsible	Timeframe
Print out of QAA Exhibits Schedule	Nancy Bird Roy	9/22
Brochures & Postcards Ready for Distribution	QAA Members	

Agenda item: Shows/Exhibits & Hangings

Discussion: Denise explained the process of completing the Registration Form/Waiver & Artwork Tags available at our meeting *welcome table* and via our *exhibits page of the website*. Two Artwork Tags required, one taped to the back of each piece placed just below your artwork and one on the back

(duplicate for identification purposes). Members should always plan to arrive at the scheduled HANG time in order for the committee to see all our work and plan the hanging of each piece accordingly. Please do not drop off your exhibit entry without handing off your artwork to one of our members. Denise mentioned there are different requirements per space. Sometimes we ask for 2 pieces to fill space. We reviewed the exhibit fee(s) and reached agreement on continuing the process of charging \$5 flat rate fee for all artwork entered per show. Signup sheet for the Wilbraham Library Exhibit was passed around the room to include the names of our members planning to exhibit their work and reception refreshments.

Schedule:

Wilbraham Public Library

Easily Accessible to the public

2 pieces allowed per member for Exhibit

Hang: October 2, 2017 @11:30 am

Take-Down: October 31, 2017 @10:30 am

Reception: Thurs. October 12, 2017 @ 5 – 6:30 pm (Although the library typically closes at 5pm on Thursday's, they have extended their hours for the reception.)

Bay State Medical Center:

Hang: November 7, 2017 @9:30am (**members are welcome to drop their artwork off ahead of time with forms, money and tags at Denise Fontaine-Pincine's studio by November 6th.)**

Take-Down: January 9, 2018 @9:30am

Reception: None

(Note: Denise is scheduled to meet with Sue Fontaine of Baystate to coordinate more details. The exhibit space is high traffic area with lots of sales potential. Denise will report more on this at our next meeting.)

Storrs Memorial Library:

Hang: December 4, 2017 @ noon

Reception: December 5, 2017 @ 6:30- 7:30 (QAA paid \$25 for refreshments to be provided)

Take-Down: December 29, 2017 @ 10:30am

Action items:

Person responsible

Timeframe

Hanging Committee for the Wilbraham Library

Denise, Bev, Randy, Audrey

10/2

There is an opening on the **Volunteer Committee** for an **Exhibit Scheduling Chair**. The role requires a good amount of time and energy to provide venue viewing and event coordination. We need to make sure well lit and open 30 hours a week. The view space is not in the basement the hanging space is appropriate. Our exhibits schedule is fully booked through January 2018. Audrey Safford said Gallery Space is available in Spencer at the *Crop & Carrot Tack Shop* to hold 30 pieces. Robert Philbrick will check on *Carbury Exhibit* space at STCC (30-50 pieces). Jackie Griswold will check on *Holyoke Community College* for Exhibit space. It was mentioned that most places don't have space for anything that doesn't hang on the wall.

Agenda item: Hospitality

Discussion: Nancy Roy announced she and Darlene Burgeron-Burns are looking forward to our members' generosity again this year. Nancy is conscious of dietary restrictions and she is encouraging members to sign up to bring healthy foods. Cold drinks versus warm are more popular.

Agenda item: Programs Demonstrations

Discussion: Tonight's meeting program demonstrator, Jackie Griswold, was inspirational. She offered a demo of her collage technique to include multi-media and steampunk inspired artwork. A journalist from the Sentinel covered our meeting. See our [Members In The News](#) page.

Our October 19th presenter, Bruce Rosenbaum, Steampunk artist, (MODVIC.com) will bring you through his inspirations and his own work to show you how he is able to create virtual time machines by fusing the past with the present and future.

Action items:	Person responsible	Timeframe
Secure laptop and projector for presentation	Randy Shenkman	10/19

Agenda item: Publicity

Discussion: Susan Shea asked how new members found out about the meeting; did we see the notification in print? Mixed response, less saw the newspaper than those who did see the announcement. Email communications are not transferring properly.

Conclusions:

Donna Cote asked Susan Shea to send her information for the "In The News Section" of the website to include content as news items appear in print format.

Action items:	Person responsible	Timeframe
Newspapers to include all QAA announcements	Susan Shea	Ongoing

Agenda item: Membership

Discussion: Welcome to our newest members!

Nancy Birmingham, Jackie Griswold, Ann Mullen, Robert Philbrick, Chris Smith, Jilladele Pasteris

Conclusions:

Before the next meeting everyone will receive email messages.

Action items:	Person responsible	Timeframe
Membership Directory Updates & Distribution	Sandy Burke	October

Agenda item: Social Media

Discussion: Jen Turner absent from meeting. Denise shared our new Quabbin Art Association brochures and postcards.

Conclusions: Members are encouraged to share our postcards with artist friends.

Action items:	Person responsible	Timeframe
Minor changes required to brochure	Jen Turner & Board Members	YTB

Agenda item: Website

Discussion:

Donna Cote provided photography services to capture Mary Weidensaul and Anne Cohen's artwork. Members are encouraged to bring their work to upcoming meetings if they have not submitted artwork for our website.

Quabbin Art Association <http://www.quabbinartassociation.com> is not yet indexed in the Google search ranking.

Conclusions:

Donna explained the Search Engine Optimization of our website was built-in the design of our site. We will need to boost visibility and encourage people to visit our website to increase the ranking. Additional information to help our site grow in search rank order will be provided at our next general meeting.

Action items:	Person responsible	Timeframe
Website SEO Tip Sheet	Donna Cote	10/19

Agenda item: Plein Air

Discussion: Plein Air Painting Group is off to a great start. Sign-up sheet passed around room for members to be included on Bev Phaneuf's email notifications. Les Campbell offered space for us to paint on his lovely Sky Meadow property located at Ballou Street, Belchertown, MA (off route 9). Contact Bev Phaneuf dbphaneuf@aol.com for more information.

Agenda item: Historian

Discussion: Sandy Burke announced that she and Suzanne Dudley have been working all summer to develop our organizations archive of historical information. If anyone has photographs, please forward them and they will present at our next meeting. Individual business cards will be included if delivered to Sandy at our next meeting. They will present their yearbook at our next meeting.

Agenda item: Workshops/Education

Discussion: Susan Shea reported on the approval of Parks & Rec Department, Old Town Hall available to QAA as gathering place for artists to network. More details to follow....

Agenda item: Member Announcements

Nancy Bird Roy announced the TRACK Artswalk sponsored by Three Rivers On The Right Track, Oct. 20, 5-8pm, Art Gallery & Pop-Up Shop at Interactive School House

Denise Fontaine-Pincince will provide a full-day 'Art with Poetry' workshop at Belchertown Senior Center, Oct. 16, 10:00-3pm. Contact Denise: 413-244-3290 or email dcfontaine@yahoo.com

Les Campbell Sale at Sky Meadow Gallery, Ballou Street, Belchertown, MA (off route 9) 400-500 pieces on Oct. 21 & 22

Donna Cote exhibiting with 'Nature in New England' at the Monson House of Art, from Oct. 7-15

Randi Shenkman's Solo Show at Leelyn Law Office, 235 Greenfield Street, Suite 11, South Deerfield, MA, September-November open during business hours.

Note: All future member announcements will be non-verbal at our general meetings. Members are invited to bring brochures, flyers, postcards and other announcements regarding their exhibits and workshops to display. Donna Cote will collect copies of the announcements for communications.