



MAEA  
Meeting Minutes  
WAM  
July 15, 2010

**Present:**

Christopher Whitehead, Coní Moore, June Krinsky-Rudder, Kim Kent, Kristi Oliver, Sue Gallagher, Carol Vogel, Greg Barry, Francis Merrigan Rep. UMass Amherst, Ralph Caouette, Maureen Caouette, Cory Shepherd, Helen Downey, Sara Dugan, Kerry Bort-Raber, Carolann Lebbetts

**Christopher:**

Calls the meeting to order 5:30 pm

**Conference:**

- 30 intent to present forms received as of 7/15/10
  - Next step is to create an online full proposal form to gather more information from Prospective presenters; will be available online, and will be personally emailed to interested applicants
  - NAEA is working on a payment system that everyone can utilize to register for the conference
  - Packet provided by Francis Merrigan if UMASS Amherst "Report to the Board"
- Potential keynote speakers (\$3000 budget) ( sent letters out to):**
- Tony DiTerlizzi (Amherst)
  - Mo Williams (Northampton)
  - Peter Reynolds (Dedham and Boston)
  - Barry Moser (Hatfield)
  - John Nugent (Pittsfield)
- To approach Wyatt Wade from Davis Publishing to ask if he will sponsor the keynote speaker (Christopher: it would be better for him to sponsor the Conference as opposed to the speaker, to avoid a disagreement or situation where the sponsor tries to choose the speaker)
  - Email suggestions to Bill Odell or Martha Taunton, or Francis Merrigan @ [fmerrigan@art.umass.edu](mailto:fmerrigan@art.umass.edu)
  - Intent to present form went out with this mailing
  - UMass 8 to 12 people will present
  - There will probably be 40 to 45 presenters
  - We need to get more information to these people
  - Kathy Miraglia may have an electronic copy of the form

- Kristi: Suggests that we check with Nat'l to see if they can handle our payment system
- Keynote speakers
- Christopher had an idea for one
- Francis has working docs w/ facilities, rooms available, etc.
- Handout has rooms available laid out
- Lecture Hall holds 150 occupants
- Maureen mentions Corp. sponsorship e.g. Davis
- Christopher notes that we don't have to get their okay on the keynote
- Maureen looking at how NAEA does it; tried Blick, Bank North (TD)
- June asks about vendor time
- Contact person Sarah Long 413-577-8100
- Foot traffic for vendors
- Serve desert and coffee outside auditorium so that people can mingle and look at vendors' tables
- Hotel on the other side of the pond on campus
- Conference services takes care of everything
- Vendors can contact Sarah directly vendors send everything to Sarah
- Whatever we charge vendors \$30. goes to Conference services
- Vendors can set up at 7:30 am
- UMass Hotel rooms \$105./night; parking comes with the price of the hotel
- Security, audio-visual person comes with the Conference room
- June will write to vendors to ask them to bring something to cover their items on the tables
- Center pieces will be made by member from Woodfield, MA
- UMass could handle registration \$3,000. fee; process all registration payment receipts and refunds for \$20./person, wait lists for registration
- Will collect any fee assoc. w/ a workshop
- Friday night members' show and reception costs taken on by Art Dept. at UMass Amherst
- We could have dinner Friday night on site at the University Club; people pay for their own alcohol
- \$9,837.50
- Certain dates:
- Monday, Oct 4<sup>th</sup> end of early registration (see p. 3 of handout)
- \$110. last year registration price w/o lunch (\$15. → \$125.) = members
- Non-members = \$125. last yr. w/o lunch, lunch was \$15. extra
- This yr. members \$125; non-members \$160. and includes lunch
- Only one presenter gets a free registration (even if two or more are presenting a workshop); awardees get free lunch and one free guest
- Make sure vendors have foot traffic
- Vendors will have linen for tables
- Room open 7:30 am for vendors we have the room for the day

- Lunch and awards goes on after keynote speaker
- Can see each bldg. from the other bldgs.
- Erik Carle Museum, Francis doesn't know if they will give us free admission, but they may reduce their fee for Conference attendees
- Mass MOCA may have free admission with a conference badge,
- Maureen mentions that Smith College Museum will be free, they may have a reception for us on Sat. evening, Smith can be linked to our website
- Kim motions that our name is assoc. with Smith's for reception on Sat. night
- Sue 2nds the motion
- All were in favor
- Students and retirees → members fee \$45; \$55. for non-members includes lunch
- We need to get a commitment from a Keynote Speaker ASAP
- After the keynote speaker we could have questions and answers w/ microphones
- Francis suggests that we give all materials, questions and concerns to Christopher and he will contact Francis directly
- The membership art show should be up for five weeks
- drop-off TBD
- Jury → Trevor Richardson
- 3 to five pieces
- We want to make it look good, and be as inclusive as possible
- Christopher asks if the theme for the show could reflect the conference title, Which is "What's the Story?"
- Greg asks about the Dean (last yr. a gift membership to NAEA was given to the Dean of the School of Fine Arts and to the Chancellor of UMass Dartmouth)
- Next Steps: Keynote decision ASAP
- Make it clear that people can still submit proposals, Sara mentions that there was some confusion about this

#### **Tentative Conference Timeline:**

- August 9: establish conference website
- August 16: deadline for submission of workshop proposals
- August 30: email conference schedule. Announcement will include an invitation to submit artwork for exhibition, and dates for submission and registration as well as registration website and fee structure,
- August 30: email announcement to vendors
- September 10: postcards to all MA schools
- September 13: email reminder concerning submission of artwork for exhibition
- September 20: Deadline for submission of artwork for exhibition
- September 20: beginning of early bird registration
- September 24: artwork is juried
- September 29: email results of jury to artists. Submit list of artists names to Trevor Richardson for printing
- October 4: end of early bird registration

- Oct 15: last day to secure reservations at the UMass Hotel
- Oct 22: Menu selections and estimated attendance figures are due to conference services
- October 29: beginning of late registration
- November 6(?): collection of accepted artwork at predetermined sites
- Nov 7: 1-4pm, accepted artwork delivered to Trevor at Herter Art Gallery
- Nov9: Final guaranteed attendance figures are due to conference services (to avoid surcharges, these figures must be within 20% of the estimated figures)
- Nov 11: installation of exhibition at Herter

**Fall Conference:**

- Friday Nov 12
  - 2:30 registration opens, Studio Art Building lobby
  - 3-5: 120 minute studio sessions
  - 5:30: reception at Herter Art Gallery
  - 7: Optional dinner at University Club (an option box @ \$25 could be added to the registration form)
- Saturday, Nov 13
  - 7:30: Registration opens, Studio Arts Building lobby, continental breakfast
  - 7:30: Vendors set up in Campus Center Auditorium
  - 9-10:30: 90 minutes sessions
  - 10:45-12: keynote address, Campus Center Auditorium
  - 12:15 - 2: Buffet luncheon and awards, Campus Center Auditorium
  - 2:15-3:15: 60 minute sessions
  - 3:30-5:30: 120 min. studio sessions
  - 6: Closing reception (?), Studio Arts Building
- Sunday, Nov 14
  - Optional museum and gallery visits, including Eric Carle Museum, Smith College Art Museum, Mount Holyoke College Art Museum, Mead Art Museum at Amherst College, Historic Deerfield, Mass MoCa, Clarke Art Institute, Williams College Museum of Art, Springfield Art Museum

**Post-Conference:**

- December 10: Last day of exhibition at Herter
- December 10, 4-6: removal of artwork from Herter
- Dec 11, 10-4: removal of artwork from Herter
- Last year's fee: 110 / 125, + 15 for lunch

**Proposed 2010 fee:**

Members - \$125 / Non-members - \$160 (including breakfast and lunch), student members \$45, student non-members \$55 (including breakfast and lunch)

UMass A. can accommodate 350-400 attendees if necessary

ASL (American Sign Language) interpreter?

Disability accommodations? (We should have a place to note this for attendees in registration materials).

Still waiting to hear on discounts for conference attendees from several institutions, such as the

Clarke Art Institute, Eric Carle, etc.

Contact Sarah Long, Program Coordinator, @ 413 577 8100, slong@mail.art.umass.edu

Reception at Smith College

Nametags, signage, provided by Conference Services

**Theme:** What's the story?

- \$175 vendors
- \$125 Members
- \$160 Non-Members
- \$45 Member students/retirees
- \$55 Non-member students/retirees
- late fee = \$50
- lunch for guests = \$15
- Total expenses are based on 150 people

**Award Report:** Carol Vogel

- ✚ Awards for National recognition
- ✚ Carol has Martha Chapman's Curriculum Vitae and other information
- ✚ She needs a Curriculum Vitae and other information from Michelle XXX from the Isabella Stewart Gardner Museum; Carol's deadline is Sept. 1<sup>st</sup>
- ✚ She would like June and Eva to submit their information as well
- ✚ All present agree that June and Eva should do so
- ✚ Nominations for 2011 awards due at Nat'l by Oct. 1<sup>st</sup> deadline
- ✚ Jim Welu director of WAM suggested for an award
- ✚ 2010 winners need to get information to Carol to send to NAEA before September 1st.

**Youth Art Month:** [youthartmonth@yahoo.com](mailto:youthartmonth@yahoo.com)

- ✚ We still need a YAM Chair for WAM; Christopher booked dates at WAM
- ✚ There will be a greater Boston area YAM exhibit at the Transportation Bldg.
- ✚ Sue G. will do teen night for YAM at WAM
- ✚ Most of the work is done; it needs to be updated
- ✚ We need to write a task list and appoint co-chairs
- ✚ Lea will be on the committee
- ✚ We need to send a news blast out to people who did it in the past

**Website Update and Review:**

- ✚ Christopher is maintaining site as best as possible
- ✚ We viewed two versions of a new boarder
- ✚ We decided that the boarder around web pages will be student art work instead of pinstripe
- ✚ Face Book MAEA

**Treasure's Report:** no report. John Michael was not present.

**Team East Report:** Christopher

- ✚ Website presentation using online forms Google docs
- ✚ Jillian did presentation
- ✚ World Café model NAEA strategic goals discussion of issues
- ✚ A huge amount of information came out of it

- ✚ Decorah Reeves took the information back to Nat'l
- ✚ NAEA moving forward
- ✚ The newsletters from most state affiliates are now digital
- ✚ We need articles for our website/newsletter
- ✚ NJ has Art Beat and Web Beat
- ✚ NJ does a magazine
- ✚ NY does one too
- ✚ NAEA has created a Curriculum Map that overlays with 21<sup>st</sup> Century Skills

**Scholastics Update:** No report Tim was not present

**Art All State: Kristi**

- ✚ Kristi Nat'l Art ALL Stars
- ✚ Jillian, Christopher, and Kristi did a presentation on this at Team East
- ✚ Need money for this undertaking
- ✚ Shooting for 2012 kick-off date, which will be the 20<sup>th</sup> anniversary of our Art ALL State
- ✚ Art ALL Stars will be a 4 to 5 day program
- ✚ Possible venues might be MassArt or BU
- ✚ It's going but needs funding
- ✚ Possible funding sources: Americans for the Arts, grants from foundations
- ✚ Possible sponsors -- airlines

**Next Step:**

- ✚ Flip flop presidency and vice presidency due to Coni's health issues
- ✚ Coni motions this retroactive to Sept. '09, Christopher and Coni will switch roles publicly at the fall conference
- ✚ June seconds the motion
- ✚ The eight remaining board members were all in favor of the motion
- ✚ We need a representative for Student Chapters
- ✚ Carolann is NAHS Chair
- ✚ We need to contact Mary Francis Silvestre to see if she is still interested in serving as our Special Needs representative

**Coni:**

- ✚ motions to have Christopher take over presidency so she can focus on healing
- ✚ And that she take on VP role...(retroactive to September 2009). Christopher to serve
- ✚ motions to have Christopher take over presidency so she can focus on healing
- ✚ Through Conference 2011 – then roles switch publicly at during awards luncheon.
- ✚ June seconds – motion passes unanimously

**Carolann:** volunteers as Mass. NAHS chair

**Next Meeting:** August 12, 4:00 pm WAM; the Sept. meeting will be at Marlborough High School, date TBA

**Christopher:** Adjourns meeting at 8:40 pm