



July 2020 • Celebrating Our 55th Year! • www.CampbellArtistsGuild.org



President's Message

Happy July everyone!

We are in our fifth month of sheltering in place and I, like the rest of you I'm sure, are wondering if we'll ever be able to physically meet with one another this year. It's better to be safe and healthy than to take chances, but I do miss conversing with you along with seeing your smiles and getting a hug fix.

Your Executive Board has met twice now through Zoom conference software so it's been wonderful to have the opportunity to talk with and see one another even if it's only online! In the coming months, we're looking forward to holding General Meetings through Zoom where we will also have the opportunity to introduce one of our local artists to demonstrate for us. We're hoping the majority of our members will be able to join us through Zoom.

I'll be working with our webmaster in the coming weeks to see if we can afford to update our website so that it is more succinct, user-friendly and colorful. Your Executive Board met to go over my preliminary findings and design suggestions (see report next page) and we came to a consensus. So, you can be assured I'll keep you apprised of how we are progressing with our website's face lift.

I hope that you are all well, safe, and keeping occupied with your art. To take a quote from artist Tamara Dinius' recent blog: *"The other night I sat on the porch with my husband. We were watching the sunset while drinking a glass of wine. I looked at the man I have been married to for over 36 years and thought, what a perfect moment! And it was just that – a perfect moment. Not a perfect life ... or a perfect day ... but a perfect moment. And for me, that is enough. Wishing you a perfect moment in the midst of so much uncertainty."*

Let's grab the moments we can friends and be grateful.

Barb Overholt



Executive Business Meeting Minutes

July 9

Our July Business Meeting was held online via Zoom conference software. Future Board meetings will be scheduled the same way until further notice. The meeting was called to order by Membership Chair Barb Overholt at 12:06 p.m. Also in attendance were: President Denis Wik, Vice-President Marlene Bird, Treasurer Sharon La Bouff, Programs Chair Mary Kahn, and Secretary Diann Klink.

Exhibit Opportunity for Guild Members

The Satellite Workplace at the Pruneyard has expressed their desire to welcome Guild artists to display artwork in their facility. Barb will investigate this possibility and determine how many artworks per artist may be submitted, and if Satellite's liability insurance covers "non-business" items. She will then send an email to the membership detailing who members should contact to make arrangements. Please note that the Guild will not assume responsibility for the artists' artwork.

Updating Guild's Artists Gallery on Website

The new artists' gallery for the website has not yet been set up. Each artist will be limited to a display of a maximum of five (5) pieces.

Redesign of Guild Website

The purpose of a redesign is to bring us up-to-date with a more attractive, more streamlined and user-friendly website, removing redundancies and unnecessary information.

HOME page

- Adding a tag line below the logo *"Encouraging the practice and appreciation of the visual arts since 1965."*
- HOME page introduces the Guild's history provides the prospective member all the information they require on attending a General Meeting, times, location, etc.
- Menus will be on left-hand side of all pages. Barb will review possible graphic designs for the menus.

NEWS • MEETINGS page

- Includes upcoming information on meeting and demonstrator, download of current newsletter and archived newsletters, and photos of demonstrators and their art.
- There are two versions of the newsletter: 1) The membership version which includes names of Guild

officers and contact information and, 2) Website download version that is void of personal contact information.

- Barb has archived the newsletter from 2008–present to an external hard drive and on CDs. It was agreed that we will keep two years of archived news online.
- Barb to check with our Webmaster to determine if there is the capability of completing an online search for a specific topic in the newsletter.

MEMBERSHIP page

- Slide show of past events may include annual art show receptions, meeting demonstrators, events and parties.
- Everything a potential artist needs to know about membership is on this page.

ARTISTS GALLERY page

- Searching for a particular artist may be done by either clicking on the artwork image or on the alphabetical listing if someone wants to view a specific artist's work.
- A brief biography of each artist will also be included along with a slide show of their art.

CONTACT US • FORMS page

- Remove all names and keep the following titles: Executive Officers, Membership, and Programs (Demonstrators/Speakers).
- Yelena will change all references of "CAG" to "the Guild".
- The following PDF documents and forms may be downloaded from this page: Bylaws, Membership Application, Speaker/Demonstrator Engagement Form, Check Request Form, Purchase Authorization Request Form.

Continued next page

ART RESOURCES page

- Local and online art resources and workshops will be combined. Descriptions will be shortened by paraphrasing and limited to one sentence each.
- Barb plans to list all of the resources that are currently featured on the website and check the validity of the classes/workshops.

EVENTS page

Besides advertising on the HOME page, this is also where the Annual Art Show will be announced. A slide show of photos from the previous receptions and gallery will be available, as well as a disclaimer on the cancellation of 2020's art show and our upcoming art show through Triton.

Triton's Virtual Slide Show of the Guild's 2020 Annual Art Show

Due to Triton's current online auction, we surmise they have been too busy to respond to Barb's inquiries about the Guild's slide show. After the auction is over, we are hoping they will move forward with their offer.

Future Guild Membership Meetings

Barb will look into creating a Zoom account for the Guild, and poll the membership via email on their interest in participating in a monthly Zoom meeting.

The business meeting was adjourned at 1:00 pm.

*Respectfully submitted,
Diann Klink, Secretary*

Your Board members at work for you! Guild Business Meeting via Zoom • July 9, 2020



Triton's Slide Show Gift

Your Annual Art Show Chair will keep you apprised as she awaits news from Triton on specific photo requirements for the virtual slide show they have offered to us. You will receive an email inviting you to participate in the online slide show and the photo requirements of your recent works of art in lieu of our physical annual art show.

Checks have been shredded by Treasurer Sharon La Bouff from those who previously signed up to exhibit. This slide show is now offered to **all** Active Guild members. I invite you to consider this gift of exposure to the world through Triton.

Up to five (5) photographed pieces of your best art may be submitted, and should include the following information for each photograph sent to me:

- Title of Work
- Size of Work
- Price or NFS
- Contact Information

Instructions on how best to photograph your art pieces can be found at:

www.lightspacetime.art/tips-on-photographing-your-art-the-right-way

I photograph my art in the studio looking straight on using my easel, iPhone and a tripod with plenty of overhead lighting. You will need to be patient and find the correct lighting and position of your art so you do not get "hot spots" which cannot be eliminated using photo editing software. It's a process to be sure.

Newslettter Editor