

Exposing Yourself to Art in the Time of COVID-19

President's Message

Well, this isn't what I had in mind for 2020. Just a few months ago, the stars seemed to be aligned and pointing toward us having a banner year. We had worked hard to schedule a line-up of stellar events which would expand our role as a premiere arts center in the community. Our slate of exhibitions, cabaret performances, and arts lectures, along with the growing success of the CLASS and Art Scholar programs seemed destined to bring a growing number of patrons through our doors. And the cherry on the top of everything was (and still is, once the virus clears) a large California Arts Council grant which was awarded to CCAA to re-establish, and become the designated Arts Council for Stanislaus County, beginning in July of 2020.

And then....., well you know the rest. In response to a growing concern over the Corona Virus, we closed our doors in the middle of March, planning to re-evaluate the situation in a few weeks. One month later, we're still closed and will remain so, at least through June. The Fabric Arts show, the Plein Air show, the Meet the Artist show and the Autumn Art Festival have all been cancelled, some to be rescheduled at a later date. The Karolina Syrovatkova cabaret concert has been also been cancelled, hopefully to be rescheduled later in the year. The Expose Yourself to Art series has been suspended, pending possi-

ble video recording presentations. With hope in our hearts, many events scheduled for the second half of the year have been left on the calendar, but only time will tell if they occur. In short, we're in Limbo (Sheltered in Place) and any plans for what's to come are tentative. Our board met on April 13th to discuss the situation and sent a report to members on April 16 outlining our current status and speculations for our continued operations once the quarantine is lifted. (If you have not seen or received this report, contact me and I'll send you a copy.) We will, at some point, reopen and resume our programming, but we don't know when or under what conditions. So, all I can say at this time is, "Stay Tuned."

In the meantime, Marianne Ward will be working with the Exhibition Committee to come up with some contingency plans for whatever exhibits can be mounted once we reopen. Linda Knoll and Tony Pooler have uploaded some of the entries from the Meet the Artist show to form an on-line exhibit. Plans are afoot to possibly turn this test project into a permanent display of member artists. And I will formulate and share some of my thoughts regarding CCAA becoming the Arts Council for Stanislaus County.

Be Safe,
David Schroeder



Congratulations! 2-year State-Local Partnership Grant Awarded to CCAA

As I was saying before we were so rudely interrupted by the Coronavirus Pandemic, Central California Art League has been awarded a California Arts Council grant in the amount of \$91,000 for two years. (A special thanks to Tony Pooler, Rebecca Wynn, and Linda Knoll for the work they did so we could complete our application within a very tight deadline!)

We were notified on February 28 and the grant will go into effect July 1. I had hoped to break the news to members and begin discussions

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CCAA Awarded California Arts Council's State-Local Partnership grant

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relative to the implementation of the grant over the next few months, but then the virus hit with all the worries and distractions that we are all experiencing. Even now I hesitate to delve too deeply into the grant expectations and possible impact on the gallery because when our health and safety are in question, it's hard to think of anything else. However, the crises will pass, at some point, and when we resume operations the grant will be a part of our revival. With that in mind, I'll take this opportunity to lay out a few ideas and parameters to stimulate your thinking so that we can all participate in creating the new, expanded identity of our organization.

For starters, I referred to a "new, expanded identity" for our organization. What this means is that CCAA (CCAL is the named grant recipient on the award since that is the official name on the incorporation papers.) is now the designated "Arts Council for Stanislaus County." In order to apply for the grant, the County Board of Supervisors had to so designate us – which they did. One of the ramifications of this designation is that our thinking about ourselves and our mission will need, at some level, to embrace the idea that we become a center for the arts, in the broad sense, and not simply a gallery for the visual arts. And, that our scope of influence and interactions needs to be expanded to include the whole of Stanislaus County.

In the words of our California Arts Council proposal: "With support from the California Arts Council, Central California Art League Inc. will provide a hub of support to area arts organizations. We will seek partnerships with these organizations to build awareness of the importance of the arts in our economic and cultural well-being through targeted education and outreach. The grant will support personnel and activities that can provide communication, marketing and artistic awareness throughout the county."

In a variety of ways, this evolution



has already begun. Our CLASS program, the Grace Lieberman Cabaret Series, our Expose Yourself to Art lectures, the complementary art therapy program with Memorial Medical Center, the Art Scholar program, our collaboration with other arts groups through *Arts Modesto: A Collaboration*, and even our biennial *Collision* show, pairing photographers and poets, all played a part in our being seen as being able to fulfill an Arts Council role.

It is anticipated that additional developments in these areas will be forthcoming as we implement the grant. It is also hoped that our expanded role in the County will benefit the core of our organization, the gallery and its members, through increased awareness of our exhibits, increased traffic through the gallery, and a growing member base of both artists and non-artists.

One of the more intriguing aspects of the grant is that there is broad latitude as to how the money is used. It can be used for personnel, infrastructure, new programs, events, surveys, communication, collaborations, or any of a wide variety of uses that meet the general criteria quoted above. It is in this area that we can both be creative and/or fulfill some of our practical needs. There isn't the space to get into a listing of possibilities in this article, but feel free to speculate, dream, and contact me with your ideas. I will keep you informed of developments as we come out of our hibernation.

David Schroeder
President, CCAA Board

*"Those Who Hear Not the Music
Think the Dancer's Mad"*
Friedrich Nietzsche

Join the ongoing "Meet the Artist" online show!

We hope all of our artists, including gift shop makers, will take the opportunity to create a contribution to our new website based art show, "Meet the Artist". Here's what to do ...

1. Create a one-page biography with information about your approach to art, a list of items you are entering, including their medium and prices. Include your email address or website so possible buyers can contact you.
2. Attach text as a word document, or copy the text to an email and send to class.ccaa@gmail.com
3. On the same email attach up to six (6) jpeg entries. Include a nice picture of yourself too. Please make



sure your photos are sharp, free from glare or skewed corners. The longest side should be approx. 1200 pixels. If you're emailing from your smart phone, choose "large" size when you attach the photo. If you have trouble, or questions, call or text Linda at 209-247-2626 or use the email above.

At present, we cannot sell your items directly from the website, but if you sell pieces through this show, we ask that you give CCAA the 25% commission it would normally receive. We hope this effort will gain traction as a place to find local art for sale, as well as a showcase for our members. Please share it with your friends!

Check it out online at <https://ccaa-gallery.org/meet-the-artist/>

Updated Status Report to CCAA Members

The following is a summary of our continuing discussions relative to the issues and programs affected by the current crisis.

The gallery is closed through June, or whenever the State guidelines allow us to re-open.

1. The pandemic has already caused some major changes in the **Exhibition Calendar**

a. The May Fiber Arts show is cancelled and will probably be rescheduled in 2021.

b. The Plein Air show scheduled for June will be postponed until June of 2021.

c. Because of the complex personal interactions associated with planning the Autumn Art Festival (August 11 – October 2) this show and accompanying fund raising will also be cancelled.

d. As of this date, **Women in America: A 100 Year Celebration of the Ratification of the 19th Amendment** (June 30 – July 31), **Healing Journey** (October 6 - November 13), and a delayed “**Meet the Artist**” show (November 17 – December 23) remain on our schedule, hoping for an improvement in the current pandemic situation which will allow them to proceed as scheduled.

e. To fill in the gap between August 4 and October 2, a “co-op”

style show is in the works. More in a article below.

2. The **Cabaret** schedule has also been altered. The Karolina Syrovatkova concert, *Lady in a Bow Tie*, (May 9) has been cancelled with the possibility of being rescheduled for the Fall or Winter months. The Bengochea and Rykert Trio events (scheduled for September 12 and November 7 respectively) remain on the schedule at this time.

3. The **Expose Yourself to Art** seminars schedule later in the summer may be presented virtually through Zoom or Facebook Live.

4. When the “shelter in place” mandate is relaxed, the gallery will reopen, but given the new reality of a dangerous virus, we may have to alter our gallery procedures, including:

a. Shortened hourse of operation

b. Use of protective masks by both docents and guests

c. More frequent cleaning of gallery surfaces

d. A plexiglas cough shield at the docent desk

e. We will likely need additional volunteers. If you can help, call Rebecca Wynn, or Dixie Zambruno.

f. Because group assembly may continue to be a restrictive issue,

the 3rd Thursday Art Walk and artist receptions will probably be curtailed.

5. **IN THE MEANTIME!** Member artists are encouraged to enter up to 6 images in the current “**Meet the Artist**” on-line show. More on page 2. Should you choose to participate, do your part by asking your social media contacts to access the CCAA website (ccaagallery.org) to view the exhibit.

To receive timely updates, watch your email for our newsletters, and follow us on Facebook and Instagram.

Never forget that art is the cornerstone and a defining element of a culture. Stay well, and use your time wisely and creatively. The consuming public will be eager for your new work!

Respectively submitted, CCAA
Board of Directors

David Schroeder, President

Tony Pooler

Rick Allen

Rebecca Wynn

Linda Knoll

Suzanne McCaslin

Virginia White

Phonsie Bates

Marianne Ward

Feel free to contact any of us with your thoughts and ideas for getting us through this difficult time.

New show, “Presenting Central California Artists,” to fill AAF gap, pending re-opening

The Autumn Art Festival is cancelled due to the social interaction associated with receiving and jurying. In its place we are planning a member show: “Presenting Central California Artists” from Aug. 4 - Oct. 2.

This show will be similar to the “Meet the Artist” format with 25.5 bars inside, and 2 window bars, available on a first-come, first-serve basis.

Cost of the show is \$40.00 per bar for the first month and \$20.00 for the second month. Artists with work in Month #1 will have first right of refusal for participation in month #2. Because of the uncertainty of exactly when we can open our doors, we will not collect

show entry fees or require prospectuses until there is a firm date.

When payment is due we will ask participants to sign our standard waiver, and provide information about your works. This leaves you free to refresh your assortment whenever you want. At the very least we encourage participants to refresh their selections for the second month. Whenever you refresh let you followers on social media know you have new things to see at the Mistlin Gallery.

To reserve your space call Tony Pooler at 576-7811. We'll need your name, phone number, and email address.

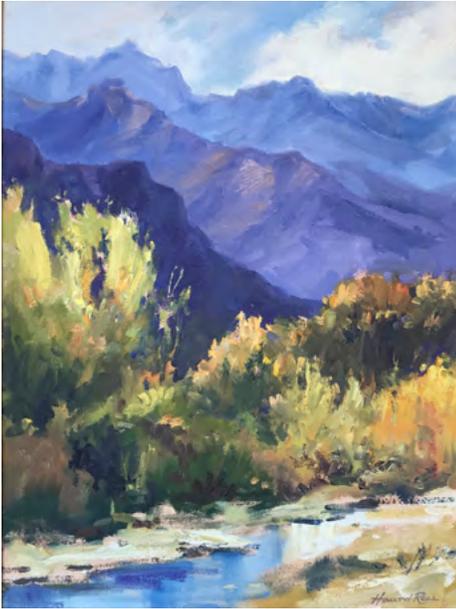
Kids' Classes and Summer Camps...

We are currently taking registrations for summer camps and classes. Find the offerings at <http://mistlingallery.eventbrite.com>

The camps will be limited to 10 or fewer students to allow plenty of space for working, and materials will not be shared. Should it become clear that we can't have in-person camps, we're working on a solution to provide online alternatives that will include “kits” of materials to pick up and work with through virtual instruction.

Please contact us if you have any questions or suggestions for addressing our current plan for classes and camps at class.ccaa@gmail.com

If you're downtown, swing by to check out featured artists in the gallery windows!



Above: **Fall Study** by Howard Rees, oil, \$1400; Top right: **Lost Coast** by Tony Pooler, oil en plein air, \$200; Right: **Crazy Lace Flutter** by Barbara Gill, acrylic and gemstones, \$275.



The gallery has lost a significant amount of revenue because of the current shut down of businesses and schools. Would you consider making an extra donation?

Central California Art Association is a 501c3 non-profit. We use donations to run Mistlin Gallery, including art exhibitions, programs, classes for children and adults, and art education programs in area schools. **Donations can be mailed to 1015 J Street, Modesto 95354 or made online at <http://ccaagallery.org> through PayPal or by credit card. We appreciate your generosity!**

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