

Belmont Art Association Meeting: May 16, 2019

Location: Benton Library

Members Present: Martha Bazakas, Paul Beckingham (Webmaster), Julliette Carignan, Naomi Ellenberg-Dukas (Co-Chair), Irene Fairley, Beth Ann Fricker, Bert Halstead (Treasurer and Membership Coordinator), Kay Hudgins, Tony Kastor, Dari Paquette (Co-Chair), Linda Salter, Jane Wentzell (Recording Secretary).

Business Meeting

Co-Chair Dari Paquette brought the meeting to order at the Benton Library.

1. **BAA Website:** Anne Katzeff, our Florida member, has redesigned belmontart.org to a much more pleasing and inviting appearance. Anne says she will be updating the theme on a seasonal basis. Members are entitled to a bio page on our website, and members who currently have pages should check them to make sure they are up to date. To get a page posted on the website, members should send a brief biography, artist's statement, head shot and sample artwork photo to Dari, and likewise with changes to existing pages, at darip@tiac.net. Links to personal websites, Facebook pages, and Instagram accounts can be included. After review, Dari will forward to Paul Beckingham to post. Dari is responsible for website content and also posts on the BAA Facebook page. Paul Beckingham posts the monthly meeting notes and other announcements to the website and can be reached at paul@beckingham.net. To maintain your page, make sure your membership dues are up-to-date. Dues are \$35 per calendar year, from January through December, and you can join or renew via the information on the Join section of our website. Contact Dari with any questions or to post your news and events. Contact Naomi at nellenberg09@gmail.com with news to post in the BAA email blasts.

2. **Cushing Square Opportunities:** Dari spent time recently networking in Cushing Square in order to develop business relationships for displaying our artwork in available store windows. The development in Cushing Square, when completed, will be opening up a big market for new and existing shops, and there will potentially be a lucrative market for art. There was an article in the Business Section of the *Boston Globe* on Tuesday March 19, 2019 by Max Reyes (<https://www.bostonglobe.com/business/2019/03/18/storefronts-from-empty-artistic/1888gYQ0ahvy36zHmpZu0H/story.html>) about the negative effect of empty store front windows creating a bad climate for nearby businesses. Smart landlords and property managers nationwide are becoming aware of the benefits in generating interest and increasing foot traffic by displaying artwork in otherwise empty store windows. In Arlington, they passed a bylaw that requires owners of vacant stores to pay a fee which is waived if the owner displays art in the windows. It has been so popular that businesses now also want to show artwork in active retail locations. Cambridge is very active with similar projects, including turning unused shops into galleries and shared studio spaces for artists. Other local and national municipal locations have also adopted a vacancy fee and are using empty retail space to display art. Why can this not be considered for Belmont? How can we try to make this happen? The BAA is looking for ways to use this information, and there was discussion and suggestions made by members. But no action plan was generated.

3. **Five Stars Regional Exhibition:** Linda Salter reported that the Mosesian Center for the Arts on Arsenal Street in Watertown recently held a group show featuring work from the art associations of Dedham, Needham, Newton, Watertown, and Wellesley. Belmont was not invited to participate. Linda spoke with the director of the Mosesian Art Center who said they would be willing to include Belmont in another group show in the future. This potential opportunity should be followed up!

4. **BAA Show Planning Committee Report:** Dari Paquette, Paul Beckingham and Susan Kottler met with Rebecca Richards and Adine Storer for two hours at Dari's house. The show will be held from mid January to late February 2020. The title, thanks to Susan Kottler, is: 2020 Vision: New Work for a New Decade. The Call for Entries will go out near the beginning of November 2019, and the deadline for online submissions will be early December 2019. The guest juror will be Gillian Ross, co-owner of Gallery Twist in Lexington. She will be joined by a BAA representative and a BGA representative. Rebecca will work on getting a sponsor for the opening wine and cheese reception, potentially a local optometrist. Other events will be planned to get people in to see the show. The show will be open to current members in good standing with an entry fee of \$10 per piece. Members will be able to submit up to three pieces, and space considerations will obviously be a factor. Submitting artists must have paid their dues for 2019 in order to enter the show, and for work to hang, the dues for 2020 must also be paid since our fiscal year begins in January.

5. **Other Business:** Our next meeting will be held at the BGA on the third Thursday in June. The summer meeting will be a social event, either in July or August depending on vacation schedules. Dari would like to host.

Recording Secretary: Jane Wentzell, 617- 489 - 0412

Edited by Dari Paquette and reviewed by Naomi Ellenberg-Dukas