



Visual Artists of Welland

Inspiring Local Artists

Website: <http://www.visualartistsofwelland.com/>
Facebook Page: <https://www.facebook.com/VisualartistsofWelland/>

Visual Artists of Welland: Thursday, January 28, 2021

Dear VAW Members,

This e-blast is **chock full of information!** Please read thoroughly. Any questions, please contact Deedee or Pam.

Here are several things for your consideration:

1. Website: [visualartistsofwelland.com](http://www.visualartistsofwelland.com)

- please visit the website—lots of important information, wonderful photos, and a list of sponsors that have supported us – please support them in return!
- visit the Members page and find your name. If you are in the photo gallery on this page, click on your page. Does everything look right?
- if you are not in the gallery, it is because you have not sent in a photo of yourself yet. Look on the “More Members” page in the gallery and you should find your name listed there.

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- if anything looks amiss, contact **Tina** with concerns/changes at **visualartistsofwelland@gmail.com**
 - please include the VAW website link on your Facebook page – the more people go there, the more they see **YOUR artwork!**

2. **Facebook:**

- if you are on Facebook, make sure you like the Visual Artists of Welland!
- **Sharing:** please continue to share posts re: the artists and VAW—**it works!**

3. **Gallery Shop at the Seaway Mall—please read thoroughly**

The Seaway Mall is currently closed. We don't know when it will re-open. **However, Mike Belcastro, the Manager, would like the Gallery Shop to re-open once the Mall re-opens.**

a) **Re-opening of the Seaway Mall:**

- a week after the re-opening, the Mall is having a two-week-long “Post-Boxing Day Sale” —where each business will be having a sale in their store.
- the VAW Board, at their January 5th Executive meeting, agreed that there would be a sale of **25% off everything over \$20.00** for those two weeks.

b) **Sundays:**

- Mike Belcastro has agreed to our request **not to open** on Sundays—that day will be reserved for rest and turn-around time

c) **Expenses:** the Board incurred many expenses—rent (10% of sales), hydro, insurance, supplies, and Bell internet, etc.

Consequently, the Board approved the following changes:

- \$35.00/month exhibit fee—rotation is every two-months; total would be \$70.00 for the rotation
- as discussed with the Board, any artists who have paid the \$35 entry fee for the postponed Spring Fling, will be able to use that money on file for their first month's fee at the Gallery Shop. We have a list of artists who have this money being held for them. We do not know when actual shows will be allowed to take place.
- 10% commission would be deducted from the artists' sales—please price accordingly; that 10% goes directly to the Seaway Mall for the monthly rental fee

d) **First “month” back at the Mall:**

- the first “month” back may be 3 weeks, it could be 5 weeks

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- ideally, we would start the exhibit period on the first Monday of the month (after the turnaround on the previous day, Sunday, when the Gallery Shop would be closed).
 - the exhibit fee will be adjusted according to the duration of the first “month”.

e) **Selection of Artists:**

- for the first “month” back, the current artists in the Gallery Shop will have the right of first refusal
- if there are any spaces left, they will be made available to the rest of the VAW Membership if interested
- **selection:** if the number of artists interested exceeds the number of spaces available, we’ll get the hat out and draw randomly

Subsequent Months: 2-month rotation

- the VAW Board approved of the following:

--**Board members** will have the right of first refusal—that is, Deedee Alexandre, Pam Duncan, Tina Clancy, Tracy Greening, Pat Haftar, Marilyn Nevills, and Claudia Aubertin—perk for working on the Board

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- **selection:** if the number of artists interested exceeds the number of spaces available, we'll get the hat out and draw randomly

We hope all this information is clear—if you have any questions, please ask Deedee or Pam.

Deedee and Pam

The 2020-2021 Executive Board is:

Officers:

Co-Presidents: Deedee Alexandre and Pam Duncan

Treasurer: Marilyn Nevills

Secretary: Patricia Haftar

Chairs:

Website Manager: Tina Clancy

Membership: Tina Clancy

Volunteers: Claudia Aubertin

Event Planner: you

Marketing: or you

Member at Large: Tracy Greening



If you are interested in being on the Board, please contact Deedee or Pam any time. Good times! Keep safe everyone and keep in touch.