



CALAVERAS COUNTY
ARTS COUNCIL

To Support, Nourish, and Awaken the Arts in Our Community

Annual Report

2015-2016

Calaveras County Arts Council

Presented at the Annual General Membership Meeting

August 30, 2016



**CALAVERAS COUNTY ARTS COUNCIL
ANNUAL REPORT
FISCAL YEAR July 1, 2015 - June 30, 2016**

Board of Directors:

Cynthia Pryzbyla, President
Ed Cline, Vice President
Mary Jane Genochio, Treasurer
Anne Cook, Secretary (resigned June 2016)
Donna Guadagni, Secretary
Steven Hall
Ron Schaner
Sarah Switek
Ruth Morrow

Executive Director: Kathy Mazzaferro

Administrative Assistant/Office Manager: Wendy Muster (resigned April 2015)

Art Consultant and Grant Writer: Penny West (Independent Contractor)

The Arts ‘Rose from the Ashes’ in Calaveras County in 2015 - 2016 through the efforts of the Calaveras County Arts Council’s Board of Directors, staff, artist volunteers/contributors and many dedicated volunteers. Without active board members and volunteers we would not be able to do what we do.

This report will summarize the activities for the fiscal year.

History: To assure that the arts would be an enriching aspect of this area, the Calaveras County Arts Council (CCAC) was organized in 1981 when a County Arts Plan was developed, resulting in the council being accepted as a State-Local Partner (SLP) with the California Arts Council, a state agency. From its formation to 2003 we received annual grants, often as much as \$60,000. However, in 2003, California Arts Council was hit with a 94% cut in its budget and has no longer been able to support the local art councils as they once did. During years 2003 to 2006, we received no State grants and relied solely on local community support in memberships, donations and revenue earned from event proceeds, auctions, and from the gallery sales (30% of sales dollars are returned to arts council). From 2007 to 2015, we continue to receive small grants from the California Arts Council/SLPP. Past years we received grants from the NEA, Umpqua Bank, Target, and smaller organizations and when appropriate and when it fits our mission, we will apply for other grants. Membership drives and fund raising continue to be the mainstay for our financial support. As many rural art councils close their doors, or operate with volunteers only, the Calaveras County Arts Council survives because of local funding, support and is annually ranked 8 out of 10 during the review for California Arts Council’s State and Local Partnership program.

The mission of the Calaveras County Arts Council is to support, nourish, and awaken the arts in the community.

The Board of Directors meet on the last Tuesday of the month, 2015-2016 at 5:30pm pm at 22 Main Street in San Andreas. Due to scheduling issues we did not have an annual retreat.

As a private, non-profit 501(c)(3) public benefit corporation, the CCAC is not directly a part of county government. However, from the County Board of Supervisors, CCAC receives annual support valued at \$9,160 of in-kind rent for the office/gallery and additional space for public events and receptions. This in-kind support also includes custodian, utilities, heating and air conditioning.

For the fiscal year, which began July 1, 2015 and ended June 30, 2016 the Calaveras County Arts Council Gross Income was \$129,812, (FY14-15 \$117,408). Expenses were \$130,283 (FY13-14 \$128,964) with a *net loss* of \$471. Our total assets remain unchanged in value at \$84,303 (FY13-14 \$84,304).

Calaveras County Arts Council's 2015-2016 programs included:

Arts in Education

Now in its 33rd year, this program provides workshops and performances by professional artists. During this fiscal year, eight local K-8 schools participated, and approximately 120 hours of arts instruction with a variety of artists were presented. The current catalog is updated when needed and made available on-line to the schools and PTO's. It lists artists and descriptions of the mini-arts experiences available. Special assemblies are made available when requested. CCAC is grateful to 1) County Office of Education, a long-time supporter, which this year contributed \$1,850; 2) Participating schools which provided a partial match for the workshops; and 3) a portion of the monies earned from our Fundraising efforts. Total local Government contribution/County Office of Education and Schools was \$2,710.

Special School Assemblies

In order to expose our rural students to a diversity of quality performances, we presented the following:

Theater

- CCAC did not organize special assemblies.
- History Day
Miwuk Dancers presented at California History Day in Mokelumne Hill for 800 CUSD 4th graders; they told stories storytelling and danced native dances.

Art Gallery & Arts Resource Center

The CCAC Gallery is located with the office, at 22 Main Street, San Andreas. A small group of artists hang and arrange the gallery. Staff updates and rearranges gallery display when necessary.

Over the years we have grown from 60 artists showcasing their work to a high of 180. Last year there was a drop in participation due in large part to the Butte fire as many of our artists lost their homes and/or studios. We continue to encourage and promote all Calaveras Artists and welcome past artist participation and new artists to the county. With “Pieces – A Tribute to the Strength and Resolve of Calaveras County – Art Rising from the Ashes” we hope we have served as a source of healing and rebirth. With the support of the Calaveras County Community Foundation we were proud to encourage the construction of a Memorial Wall to the Butte Fire. Situated in the community park in Mountain Ranch, it’s unveiling will be held September 10th. We are particularly grateful to Artists Robin Modlin and Anne Cook for their vision and dedication. As always, we will promote artists working in literature, music, visual art, fabric, ceramic, and sculpture. Any artist with high quality items can sell their work in the Gallery Store.

The annual The Holiday Boutique featured over 60 artists; and the 18th annual High School Show featured over a hundred pieces of students' works. The office remains a Resource Center for arts-related information for residents, visitors, and artists, keeping files on statewide grant/exhibit opportunities for artists, supplying recommendations on musicians and lists of artists, selling tickets and answering phone inquiries regarding entertainment happenings around the county and foothills.

In addition to our core activities, the office and gallery continues to be a retail outlet, meeting place both for the board, artists, and for Literary League members (Writers Unlimited, Goldrush Writers).

Music in the Parks (*note: for easy tracking from year to year, MIP summary is for June 2015 through August 2015 even though two June performances are in the previous fiscal year*).

This was our 25th annual production...“Twenty Five Years of Keeping Our Hills Alive with the Sound of Music”. Since these weekly free summer concerts span two fiscal years, this will address the most recent series, which started June 15 ending August 17. For the ten Wednesday evening concerts, the focus was on diversity, with musical presentations including Rockslide (classic rock), Wicked Sisters (acoustic folk and country); Bob Eisenman Jazz Trio; Grover Anderson (original folk and rock); Magnolia Trio (Americana and Bluegrass); Delta Wires (from Oakland – Rhythm and Blues); Tanglewood (Dreamy Folk Rock); Ten Dollar Pony (Indie Folk Rock); Dennis Johnson and the Mississippi Ramblers (Swing, Blues & more); Slade Rivers Band (Honky Tonk and Country). To outreach to every part of the county, each concert was held at a different community park, from West Point to Valley Springs, from Arnold to Copperopolis, and points in between. The response was awesome. Sponsorships by businesses and individuals, with ads in our program, increased over last year and we found new ways to prune our budget and stayed solidly in the black. More people than ever before attended and contributed very generously as the donation buckets were passed. The appeal is the casual, relaxed ambience in which to picnic and socialize while enjoying a variety of quality music, and it has greatly increased public awareness of CCAC.

Ovations Committee

This group plans and presents the "Ovations" Performing Arts Series. Five performances were presented at the 350-seat Dr. Elliott Smart Performing Arts Center on the campus of Bret Harte High School in Angels Camp. Audiences enjoyed and provided loud applause to this season's impressive line-up. Local vocalists, Mountain Melody Women's Chorus, began our winter season. They were followed by The T Sisters, a very popular folk band from Oakland. The Moke Hill Music Festival brought their own unique sound to the theater with featuring percussion and strings. We are always delighted to share classical music with our patrons and this year invited the Stanford Woodwind Quintet. Last, but not least, was the Western Duo, Gary Allegretto and Ian Espinoza. Cowboy bands are always a great favorite for our audience.

Artist Scholarships

For the 18th year, CCAC offered scholarship money to residents of any age who demonstrated an earnest desire to improve skills in the arts through higher education. This year we were proud to present three performing arts scholarships, one each graduating seniors from Calaveras High School, Bret Harte High School and Mountain Oaks. In addition we presented a scholarship to pursue the written arts to a senior from Calaveras High School. Our scholarship dollars range from \$200 to \$750.

Calaveras Artists Studio Tour

To link artists and the public, we hosted the 10th annual Artists Studio Tour September 26 and 27th, 2015. Visitors followed directions printed in a four folded multicolor mailer and map. They found their way to the studios or display locations for local artists where they could watch creativity in action and buy artwork directly from the source.

Cajun Dinner Dance

August 2, 2015 was the final Cajun Dinner Dance. Held at the historic Pioneer Hotel in Sheep Ranch, Arts Council thanks over 45 volunteers (including auction item solicitors and brownie makers), completely organized, purchased, prepared, and served the Cajun cuisine and beverages. Many other tasks are included. Though fun, it is a labor intensive event. The general consensus was that after 18 years it had run its course. This year our profits topped at \$8,000. We will be exploring ideas for a new fundraiser in the months to come.

Co- Hosted Event(s)

In March of 2017 the Calaveras County Arts Council joined forces with their partners from Amador and Tuolumne County. Having secured a grant from the California Arts Council, artists from the tri-county area utilized a variety of mediums and presented traveling art shows of local wild life. "AnimalScapes" were presented at Ironstone Vineyards in Calaveras County, Black Oak Casino in Tuolumne, and at the Belotti Hotel in Amador. All three shows were enormously popular. A calendar of the impressive art work was created for 2017.

On Friday, June 17, of 2016 the Calaveras Arts Council was thrilled and honored to be the presenting hosts for the West Coast premier of Academy Award nominee David Vassar's "A Walk in the Park with David Vassar". Shown at the Bret Harte Theater in Angels Camp to a

standing room only crowd, this vibrant movie celebrating our national parks was a heartwarming success.

Web Page www.calaverasarts.org

The site continues to be a tool to share information as well as to host artist's forms, directories, and arts information. The Arts in Ed catalog, Music in the Parks "fridge card", links to performer's websites or YouTube page, and other educational and marketing information is accessible. By utilizing the web site, our hard copy print costs are reduced. Users print their own documents. The website links to our online ticket sales outlet whereby CCAC front page is what the user sees.

The website and platform (web host) is continuously updated by fellow board member Steven Hall. The new platform and layout design make it more user friendly, both for the content providers as well as for those who log on.

Email Marketing

We continue to use Constant Contact to better communicate events. We have improved our open rate and continually correct and edit our email list. This effort has greatly reduced our bounce-back rate.

Facebook

CCAC is on Facebook as a nonprofit business. Our executive director is our primary administrator who post updates to the site two to three times a week.

Media

Our new executive director, Kathy Mazzaferro, makes herself available to the media for TV, radio, and print interviews as does former ED Mary Jane Genochio and President, Cynthia Pryzbula. CCAC extends special recognition to Ed Lark and Tammy Bernstein from Public Access TV, Mike Taylor of the Lodestar, Alicia Castro and Sarah Lungsford of Calaveras Enterprise, Hometown Radio KVGC in Jackson, and Mark Truppner at KVML for their coverage of the arts council.

Literary League

Writers Unlimited, Goldrush Writers, and other writers' groups continue to utilize the gallery space for meetings, events and writers workshops. CCAC granted some money to Manzanita Press for their "Pieces" vignettes memorial book which included photos of art, poetry and stories about the Butte Fire.

Special Projects

Collaborations are important for community involvement in the arts, and CCAC was a partner with many...

Calaveras Visitors Bureau - Notices of arts-related events and lists of art galleries were regularly provided to the CVB Visitor Centers, and we help write the Arts & Entertainment page in the 4-color, 56-page Visitors Guide Magazine.

Angels Camp Museum Gift Shop – The museum continues to showcase CCAC Mark Twain bust.

Ebbetts Pass Scenic Byway Association – CCAC has been a member (and board member) of EPSBA since its inception in 2006. CCAC continues to be an advocate for the byway and its events.

Major Grants

Every year we apply to The California Arts Council for its State-Local Partnership Grant which is funded from the Arts License Plate project. We received \$22,890.

All monies received are very much appreciated and helps provide the administrative infrastructure to our organization. We continue to apply for grants from various resources.

Next Year

We continue our relationship with the Calaveras Chamber of Commerce (Wines on Main and Chamber of Commerce mixers); Dignity Health Care (Breast Cancer Awareness) and the Calaveras Historical Society and Museum to name a few.

New or returning fundraisers will be discussed in the upcoming months. As mentioned earlier, our big event, the Cajun Fete, can no longer compete for mindshare in the summer months due to competing local events at wineries, community and summer activities so it is necessary to develop new events on shoulder seasons in order to capture an audience.

Lastly it is our belief that in order to get members we need to be involved members. In order to ask for volunteers, we need to be volunteers. We will increase our working partnerships with other non-profits in Calaveras County. For example, the CCAC hosted a table at the annual Calaveras County Garden Club “Springtime Tablescape Show and Luncheon”, featuring the Arts in Bloom Decorations.

Thanks to our membership (active membership is 200), the philanthropic support of individuals, businesses, and grantors, the industrious leadership of our 11-member volunteer Board of Directors, and management from our Executive Director we look forward to a robust and fun year.

Finances are always an issue to our sustainability. California approved an increase to the California Arts Council’s funding but grants are still far below what was available before 2003. In 2016-2017 we will continue to seek out and secure additional grants.

We know the arts help build vibrant and healthy communities. We believe our work is about helping create a place where people want to live and work...a balanced community that you and others want to call home.