

WADA General Membership Meeting

24 May 2017

Behar + Peteranecz Architecture

Our mission: To build and sustain a vibrant arts community in St. Petersburg that supports the success of all artists and the community at large through a broad spectrum of tools, including community revitalization, marketing, advocacy and educational programming.

Our membership has grown significantly from our last General Membership meeting in November, 2016 from 133 to 230 today indicating excitement and support of our mission.

A membership contest will be introduced shortly with some great rewards for those who make us stronger by bringing in new members. A Membership Directory was handed out, which can also be found online. It included the following member benefits but members are encouraged to bring other wants and needs to the membership committee which is open to all members in good standing:

ARTIST/GALLERY/STUDIO & INDIVIDUAL ART SUPPORTER MEMBER BENEFITS

WADA website listing with link back to your own website	Promotion via social media of artwork, member shows, workshops and other events.	Eligible to participate in committees of the Warehouse Arts District.
Eligible to host General Membership Meetings or Social Mixers.	Eligible to apply for affordable studio space in the ArtsXChange.	Free Professional Quarterly Education provided by WADA
Social mixers to meet and network with other artists and arts supporters.	Eligible to be a featured artist at General Membership Meetings	Flash education at General Membership Meetings
Notices of WADA Board of Directors' openings	Bi-Monthly Newsletters featuring one artist in each issue.	Use of the WADA logo and other associated materials at your studio, gallery, events or business.
Eligibility for participation in Pop Up Membership Shows in WADA Annex		In Development: Use of the Community Room at the ArtsXChange

BUSINESS SUPPORTER MEMBER BENEFITS

Invitation to all WADA & WADA affiliated events	Official WADA Window Sticker indicating your Membership	Eligible to participate in committees of the Warehouse Arts District.
Eligible to host General Membership Meetings or Social Mixers or other WADA Events	Notices of WADA Board of Directors' openings	Opportunities to Offer WADA Members discounted services when/where appropriate
Social mixers to meet and network with members	Listing on the WADA Website as a Business Member with link back to your website	One free ad on the website/newsletter/& WADA social media annually
Featured article in WADA Newsletter, Website, and/or in an email blast when you reach your 5 year anniversary	Recognition as a Business Member at Special Events when you reach your 5 year anniversary	In Development: Use of the Community Room at the ArtsXChange

Changes since November:

1. Benefits for business supporters – see above
2. Lighting, sidewalks and access through the Pinellas Trail are all in progress with funded initiatives.
3. We are midway through construction of Phase I of the ArtsXChange with everything going as planned and artists expected to move in in August.
4. Great success at our Hard Had Event with over 200 people, amazing support from the City-Mayor and many other private and corporate supporters, Bands/food and great feedback.
5. A strong core of Volunteer Members has been crucial to making each a success.
6. AND the following:

Opportunities for Artists:

1. **Pop Up Shows** - free and open to current members in the WADA Annex . 2 month shows that offer 2 ArtWalk Saturdays and daytime hours that coincide with the WADA hours. NO charge, no commission to member artists.
2. **NEED SPACE TO SHOW ON ARTWALK?** Kevin Beck, Business Supporter Member located in WADA (615 27th Street South) has very generously offered his law practice as a place where **WADA Artist Members** in need of a venue on ArtWalk could show work. For more information contact: kevintbeck@hotmail.com
3. **Venture House:** Venture House will put out a call to artists in June, inviting artists to propose projects for installation in the showcase first Venture House. The house is a beautiful 1903 home, with many original elements intact, and will be undergoing a thorough renovation, allowing it to highlight installations by area artists. There are countless opportunities, from a dining room chandelier, to sinks, tile backsplashes, doors, murals or wall installations, tapestries, furniture, furnishings, and much more, in public function spaces, visiting artists suites, the large deck, and a signature architectural stair that is central to the home.

Venture House is a program of Bright Community Trust, the Tampa Bay regional community land trust, a nonprofit developing affordable housing, job training, food access, and other community development programs. Venture House focuses on housing and economic opportunities for artists, entrepreneurs and social innovators.

The program has received national and international attention, and it is expected that this first showcase Venture House will attract many more visitors and news stories, serving as a community asset, meeting and event space for nonprofit fundraising, visiting artist housing, and a library of many of the area's finest artists.

To receive the Call To Artists packet, for more information or questions, or to arrange a tour, please email SPartists@Venture-House.org.

4. **Professional Education:**

- Upcoming law-related seminars include one on copyright protection at the end of June at SPC Midtown
- An artist critique panel is being planned along with a panel discussion on getting into galleries
- Writing workshop on How to Write an Artist Statement
- Partnership with schools and after-school programs, which will provide volunteer opportunities for members

Featured Artist : Jan Bartlett Richardson, Artist Member

Jan Richardson has worn many hats as an artist, from creating an avant garde clothing shop selling clothes she designed and made in the 1960's in Minneapolis, and later developing Windy Meadows Pottery in Maryland. The pottery, in existence for 35 years employed a group of apprentices who helped build, glaze and fire the widely collected hand built stoneware houses. Jan sold her work at art festivals all over the country. She also helped develop art festivals and studio tours in Maryland, and Washington State.

She is now developing several new groups of clay work at her studio at the Morean Center For Clay in St Petersburg. Jan displayed and talked about her experiences as an artist and what she is working on currently. She talked about the importance of marketing and how it has changed over time.

Flash Education: Ginger Galloway Reichl, one of our Art Supporter members and the founder & owner of Pinstripe Marketing gave a wonderful and informative presentation on how to best use Instagram as a marketing tool.