

**Aloft Newsletter –April, 2018**

Sales reports for March were \$1,708.45. The breakdown is as follows:

<b>Aloft Sales Summary March 2018</b>		
<b>Books</b>	<b>8</b>	<b>43.00</b>
<b>Calendars</b>	<b>0</b>	<b>-</b>
<b>Cards</b>	<b>2</b>	<b>9.95</b>
<b>Ceramics</b>	<b>3</b>	<b>730.00</b>
<b>Jewelry</b>	<b>3</b>	<b>53.00</b>
<b>Mixed Media</b>	<b>6</b>	<b>582.50</b>
<b>Oil/Acrylic</b>	<b>0</b>	<b>-</b>
<b>Pastel</b>	<b>0</b>	<b>-</b>
<b>Photography</b>	<b>2</b>	<b>150.00</b>
<b>Print</b>	<b>0</b>	
<b>Printmaking</b>	<b>0</b>	<b>-</b>
<b>Textiles</b>	<b>3</b>	<b>140.00</b>
<b>Watercolor</b>	<b>0</b>	<b>-</b>
<b>Totals</b>	<b>27</b>	<b>\$ 1,708.45</b>

The existing budget indicates we should have approximately \$230 remaining in the budget at the end of our fiscal year April 30<sup>th</sup>. We are on target to exceed our projection for Commissions which will enable us to not have to use all of the carryover for next year leaving some equity available. Amounts were reviewed relative to next year's budgeted usage and the Director's responsible for that line item were asked to evaluate the amount they anticipate will be required for next year.

Based upon the signed contracts, there is a half wall or half floor space available. The grid in the center will be removed to create a more open feel to our space. Members should always be on the lookout for new artists to receive applications as there is currently no backlog of applicants.

If members know of shows to enter or gallery artists that have won awards at shows, please let Renetta know and the information will be published in the newsletter.

The Aloft window for May will consist of a piece from each Director. This will be our 10<sup>th</sup> Anniversary window. The Anniversary will be celebrated at our Second Saturday on May 12<sup>th</sup>. Other things planned for the anniversary will be a banner that will be displayed along the street announcing our 10<sup>th</sup> year. The June window will feature one of our new artists.

The Baer's window will display Tuolumne County Arts Alliance for May and June showcasing their 40<sup>th</sup> anniversary and advertising a Preview night TCAA fundraiser for the showing of SRT's "A Midsummers Night's Dream". In June, TCAA will move to just one window and Kate will be filling the other side with Aloft artists.

John Sharum will be doing a block printing demonstration for the April 14<sup>th</sup> Second Saturday. Lorna asks that any member interested in doing a demo as part of our Second Saturday please let her know. It always adds extra interest for the gallery to have a demo artist.

**PLEASE NOTE: THE CHANGE OUT WILL BE MONDAY, APRIL 30<sup>TH</sup> FOR 3D ARTISTS AND TUESDAY, MAY 1<sup>ST</sup> FOR WALL ART.** This change out will cover the months of May, June and July with the subsequent change out July 31<sup>st</sup>. **PLEASE NOTE THE DIFFERENT DATES FOR THE CHANGE OUT THAT WAS PREVIOUSLY ANNOUNCED.**

Publicity has been submitted for Second Saturday as well as a flyer having been sent announcing our current window featuring Curtis Mothershed and also John Sharum's demo for Second Saturday. Laurie announced that Jan Alcalde won the People's Choice Award with her entry titled, "So Soft Beneath the Heavens" at this year's TCAA InFocus Photography Competition held last month in Columbia State Historic Park.

Laurie announced that the last newsletter sent out only had a 56% open rate as only 18 artists opened it. The email will be relabeled to indicate it is the newsletter and the Director's will be contacting members if they have not opened the newsletter to determine if they are getting it at all. This newsletter is the method the Directors have to communicate information to the membership so it is important that it be opened and read. It is also put on the website for follow up but the gallery needs to know if members are getting the initial newsletter or why they are not reading it.

The Membership phone list will be placed on the website along with the newsletter and calendar for next year. This portion of the website will be protected by our access code.

If any artist has not paid for their space yet for the new fiscal year, please do so at change out. Artists not returning are Lori Fields, Rob White and Julianna Tillman as well as the loss of our dear Kitty Davids. These artists will be missed but Lori has agreed to become one of our substitute sitters so her name and number will be added to the substitute list for next year. The gallery has added new ceramic artist Sifu Bertchold and new wall artist Lynn Slade. Another potential new wall artist will be juried this week.

MLAA dues are now due for 2018. If you have not yet paid this, it is a requirement to show in the Aloft Gallery so send in your dues to MLAA asap. An application is available in the front of the gallery and the application and money can be placed on the bottom shelf of the stacker on the file cabinet to be picked up by MLAA. Members who have not paid by May 15<sup>th</sup> will be contacted by the Directors.

**THE ANNUAL MANDATORY MEMBERSHIP MEETING TO REVIEW PROCEDURES AND ENLIST MEMBER INPUT HAS BEEN CHANGED TO MAY 19<sup>TH</sup>.** The Director's realized that the May 12<sup>th</sup> date was in conflict with the Annual Rodeo parade and would make it very difficult for members to park on that day as well as it being Mother's Day weekend. Books continue to be good sellers and add to our bottom line so *bring a book* to put on our Books for Sale shelf at our Annual meeting.

**NEW PROCEDURE: When an application for membership in the gallery is given to a potential member, have them fill out the top half sheet and put it into the bank bag for Jeanne to be able to follow up with them. Thanks!!**