

## MAY GENERAL MEETING

A ZOOM PRESENTATION

Thursday, May 20, 2021 | 4:00 pm

### Creating Sarasota's Artistic Culture

Let's face it. One of the primary reasons we all live in the Sarasota area – right up there with the weather – is its abundance of arts. We are so fortunate to enjoy visual and performing arts on a par with (and arguably better than) much larger cities. How did this sleepy little beach community become home to world-class opera, ballet, theater, music, visual arts and more?

As part of Sarasota County's Centennial celebration in 2021, Arts Advocates partnered with actress and historian Kathryn Chesley to develop a presentation addressing that very question. As guest speaker for our May Zoom meeting, Kathryn will cover the development of all the visual and performing arts in the area, from the first painting of Sarasota to our most recent artistic endeavors.

Join us as we romp through the artistic evolution of our county through pictures and stories of the people, the places and the events that brought us our artistic roots. Then see how those roots grew and made Sarasota County the Cultural Coast of Florida.

A theater educator and trained actress with a love of history, Kathryn Chesley has earned a well-deserved reputation as a speaker and storyteller. Kathryn performs "Life and Times Portrayals" of historic women – Bertha Palmer, Marie Selby, Mable Ringling, suffragette Carrie Chapman Catt and more – in full period costume,



Actress and  
historian,  
Kathryn Chesley



supported by historical research and accompanied by photographs. She is a member of the Sarasota Area Playwrights' Society, Asolo Theater Guild Play Readers, Friends of the History Center, the Historical Society of Sarasota County, The Venice Historical Society and the Sarasota Centennial Planning Committee. Kathryn is a national presenter with the National Women's History Alliance. She is also a local tour guide for Discover Sarasota Tours.

Don't miss this acclaimed presentation! Mark your calendars for **Thursday, May 20, at 4:00 pm. (NOTE NEW TIME!)** Members will receive a Zoom link via email.

# FROM YOUR PRESIDENT

## A Path Forward

Transitioning from one Arts Advocates administration to the next, is keeping our board and team members busy. Both the in-coming and out-going boards will attend the May 13th board meeting but there have been, and will continue to be, numerous zoom meetings to coordinate plans for the coming months.

I have complete confidence in our wonderful new officers and board members. They bring a wealth of experience and abundant enthusiasm to their new positions and we are already working together to smoothly manage this transition.

On the board agenda is how to safely move from meeting virtually to meeting in-person again. We want to thank the 90 members who took time to share their thoughts and opinions through our recent survey.

### WELCOME NEW BOARD MEMBERS

Please join me in welcoming three new board members: Julia Groom, Director of Strategic Initiatives for Dream Large; William (Bill) Rusling, a member of the Advisory Council and Board of The Players Center for the Performing Arts; and John Lindsey who has experience managing information technology for large corporations.

Julia is an associate of Anand Pallegar who founded PINC and Dream Large. Many of you were introduced to Anand when he spoke at an Arts Advocates luncheon last year. Having Julia as a board member will give us an opportunity to tap into these inspiring, creative and community focused organizations.

Bill was Project Engineer for Selected Special Projects and Program Manager for Submarine Combat Systems for the Department of Naval Sea Systems Command in Newport, Rhode Island. He was a founding member of The Children's Theatre of Pawtucket Rhode Island, Chairman of the Entertainment and Membership Committees at the Newport Yacht Club and was recently voted Volunteer of The Year at the Players Theatre where he constructs sets for their plays and musicals.

### MEMBER SURVEY/LUNCHEONS AND EVENTS

In general, October is the month when most (32.14%) of the respondents would be comfortable attending in-person

events; however, both June (23.81%) and September (23.81%) were cited as favorable. This means we can plan to open up in June with masks, of course.

### LUNCHEON FEEDBACK

When asked if our meetings were too long, 79.76% of the respondents agreed. When asked if we should combine lunch with the speaker, 69.14% of the respondents agreed. This indicates that the Arts Advocates board has approval to modify the meeting format.

### LUNCHEON VENUE

Bird Key Yacht Club has lowered their minimum attendance for luncheons from 50 to 25 guests. In the past, Arts Advocates had to pay for a minimum of 50 lunches regardless of the number of attendees. Also, Bird Key has offered to maintain our price of \$29 per luncheon guest and we are unlikely to match this attractive offer at other venues.

There is the thought that members should have the benefit of paying \$29 for lunch and perhaps have non-members pay a surcharge of \$4 or a total of \$33 for lunch. This would help cover rental costs for items such as the piano and the audio-visual equipment.

### COLLECTION EXHIBIT SPACE

We have contacted The Connor Group, owners of The Siesta Mall, concerning leasing gallery space for one year. We propose creation of a special (pop-up) exhibit for this space honoring The Sarasota School of Art, an event that would be part of the Sarasota County Centennial celebration. Our collection of 15-20 Colony artists would be featured.

Estimated leasing costs are \$1,000 a month for one year plus utilities. The exhibit would be open to the public when staffed by volunteers 1 or 2 afternoons a week. Docent tours would be scheduled and paid for through our website. Board meetings, workshops and presentations would be scheduled on an individual basis.



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# NEW!

## Mark Your Calendars: June 9th

### Let's Get Together to "Meet & Mingle"



One of the joys and benefits of Arts Advocates membership is the opportunity to meet and chat with other art lovers. Many of you told us in our members survey that you are open to meeting in-person in June after an arduous year and Zoom calls that enabled us to continue meeting virtually.

So, we are launching a new program called **"Meet & Mingle"** – an informal get-together. No formal program and speaker. Just a time to relax over wine and cheese, reconnect with friends and meet new ones.

We encourage you to invite your friends so they can meet other art aficionados and learn about Arts Advocates. We want to grow our organization by attracting new members so that we're stronger than ever.

As a special treat you will be the first to see three new posters of art pieces in our vaunted collection and be entered in a drawing for a \$100 gift certificate from Michael's on East!

Details to follow in our program announcement coming soon.

## ARTS ADVOCATES ORGANIZATION CHART MARCH 20, 2021

### OFFICERS

**Jeannette Paladino**, *President, Team Leader Marketing and Communication*

**Barbara Hyde**, *Vice President, Team Leader Member Events*

**Barbara Long**, *Recording Secretary, Scholarship Team*

**Barb Sander**, *Corresponding Secretary, Collection Team Treasurer, Open*

**Donna Maytham**, *Past President, Team Leader Sustainability*

### BOARD OF DIRECTORS

**Cecilia Condor**, *Member-at-Large, Collection Team*

**Joan Endrizzi**, *Member-At-Large, Finance Team*

**Betty Ferguson**, *Team Leader Membership*

**Carol Hirschburg**, *Team Leader GroundWorks*

**William (Bill) Rusling**, *Member-At-Large, Exhibit Site Team*

**Julia Groom**, *Member-At-Large, Team Leader Community*

**John Lindsey**, *Member-At-Large, Team Leader Technology*

### TEAM LEADERS

**Faith Perkins, Joan Correa**, *Team Leaders Newsletter*

**Rennie Carter, Nancy Roucher**, *Team Leaders Programs*

**Judy Levine, Priscilla Adams**, *Team Leaders Workshop*

**Teresa Kravitz**, *Team Leader, Educational Tours*

**Waddy Thompson, Donna Maytham**, *Team Leaders Fundraising Governance, Open*

**Judy Levine, Donna Maytham**, *Team Leaders Collection*

**Tonya Eubank, Debra Altshul-Stark**, *Team Leaders Scholarships*

**Betty Ferguson**, *Team Leader Membership*

\***Judy Levine and Nancy Roucher**, *Education Task Force*

\***Waddy Thompson, Jeannette Paladino**, *New Member Campaign*

\***Stephanie Frasher**, *Team Leader Docents*

\***Beth Bertsch**, *Team Leader Luncheon Reservations*

\***Carol Hartz**, *Team Leader QuickBooks*



## Scholarship Committee News and the winner is....

The Scholarship Committee has selected the recipients who will receive Arts Advocates support for next year. We are looking forward to introducing them to you at the **Thursday, June 17** member meeting at 4 pm via Zoom. For further details about the most anticipated meeting of the year, please see the June issue of the newsletter.

This is an exceptional group of talented and deserving young people! The contributions of Arts Advocates and individual donors have made these awards possible. We especially thank those members who answered our plea for more funds so we could give additional scholarships this year.

We also are very appreciative of the skills and dedication of those who have served on the Scholarship Committee.

Our best,

*Jackie Salvino and Deb Altshul-Stark, Co-chairs*



## GROUNDWORKS PARTNERSHIP ADDS \$1,000 TO ARTS ADVOCATES' TREASURY IN MARCH

Many thanks to our members whose generous donations to Arts Advocates' GroundWorks partnership with Designing Women Boutique added \$1,000 to our treasury through March sales.

Popular items for which Arts Advocates received 60% of the sale price included eight designer handbags, five articles of clothing, two lamps and one chandelier, two perfume bottles, and four kitchen items.

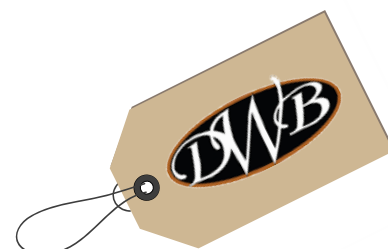
Now that Spring is here (finally!) we ask that you check your closets for high quality seasonal clothing you no longer wear, items that would be sought for Mothers' Day gifts such as art objects, paintings and, of course, the ever-popular handbags. As a reminder, you do not need an appointment to take your items to Designing Women, but they would appreciate a phone call at 941-366-5293 to tell them you are coming.

Furniture continues to sell well, and Designing Women provides pick-up service. If you have furniture you would

like to donate, please send photos to [carolhirschburg@gmail.com](mailto:carolhirschburg@gmail.com). She will send the photos to the furniture consultant at Designing Women to determine if there is space for the items, and to help arrange pick-up.

Wouldn't it be wonderful if we could earn \$1,000 (or more) every month to support Arts Advocates programs? We are counting on your generous assistance!

*Carol Hirschburg, Chair*



## A Path Forward

Continued from page 2.

We have had board members and collection team members visit the site and they are unanimously in favor of pursuing this opportunity. Won't it be wonderful to have a proper gallery with sufficient lighting to display our art?

### VIRTUAL ONLINE EVENTS

Of members responding to the recent Survey, 65.8% said they would like to continue attending special events on Zoom. This indicates that we can consider offering Speaking of The Arts and other presentations via Zoom at a reasonable cost. These presentations would continue to be open to the public.

### TRANSPARENCY/INCLUSIVITY

In our coming new member campaigns, we will benefit by reaching out beyond our close friends and neighbors. We want to hear that "this is such a friendly group" and transparency, inclusivity and diversity will continue to be our priorities.

## we did it!

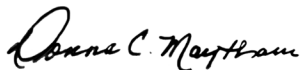
It is amazing and a tribute to all Arts Advocates members and teams that we have been able to sustain our organization in spite of a worldwide pandemic that has lasted for a full 12 months. Our members, and the organization as a whole, proved to be resilient, determined and willing to adapt to unprecedented circumstances.

The Board of Directors, the Program Team, the Collection Team, the Scholarship Team and the Nominating Committee have all done incredible work by meeting through Zoom and utilizing technology whenever possible.

We are deeply grateful to Jane Sheridan, Kelly Fores and Petra Ratner for helping us learn to use Zoom for all meetings, large and small. It is interesting to note how many members have established their own personal Zoom accounts.

According to our most recent survey, a majority of our members are comfortable continuing to use Zoom technology for special events like Speaking of The Arts presentations involving artists located outside of Sarasota. Our January Speaking of The Arts event, conducted by Jeannette Paladino, was an interview with Francisco Serrano, an artist with London's Royal Ballet. This presentation drew an audience of over 60 people both from our membership and from the community at large.

June will be here sooner than we think and we can safely plan to get together to Meet and Mingle. (More about this event is on the way.) It will be exciting to be together again!



Donna Maytham  
President

## Additional Summer Programs Announced!

In the April newsletter, we noted that special ZOOM programs would be set up over the summer to help keep us engaged in the arts and each other, including "Creating Sarasota's Artistic Culture" with Kathryn Chesley (May 20), Arts Advocates Scholarship Recipients (June 17), and Sarasota Ballet Educational and Outreach Programs with Christopher Hird (July 15).

We are happy to report that two more programs have been added to the schedule:

**August 19: The Suncoast's Most Famous Authors**, featuring Kay Kipling, Journalist and Executive Editor of Sarasota Magazine.

**September 16: Sarasota Concert Association**, with Executive Director Linda Moxley

All summer programs will begin at 4:00pm (feel free to enjoy your favorite beverage while watching!). Members will receive a Zoom link via email, but be sure to mark your calendars now for these presentations that are sure to be fun and informative!



# MEMBERSHIP DRIVE

educate

Dear Arts Advocates member,

I'm writing to ask for your help on an important new project. Arts Advocates' strength lies in its members, whose active participation and financial support are critical to all our programs. Please commit to bringing in at least one new member, who will benefit from a special offer of 15 months for the cost of 12 months. But the special dues offer of \$55 is only good if they join before the end of May.

We will be much better positioned to begin the transition back to robust in-person programming if we can double our membership. We know there are people who would gladly join once they know what a wonderful organization we belong to – holding excellent programs, advocating for the arts, and helping the next generation of artists fulfill their dreams.

A Sample letter has been sent to all members by mail and e-mail. Or feel free to write your own personalized version. Thank you in advance for helping make Arts Advocates an even stronger organization.

Sincerely,

Donna Maytham  
President

inspire

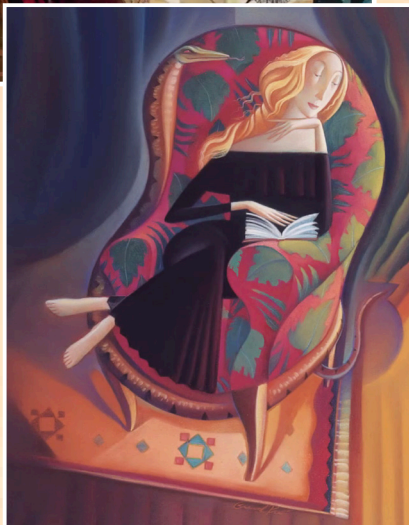
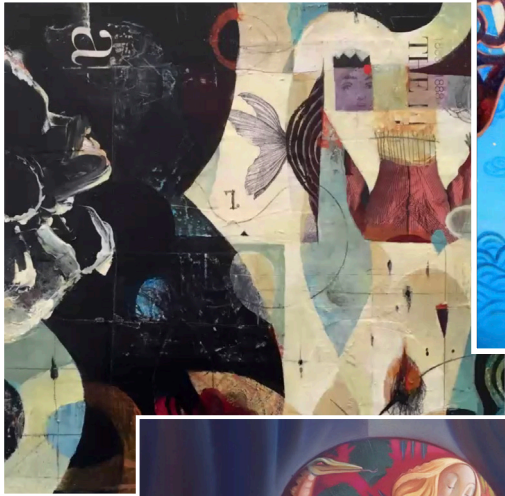
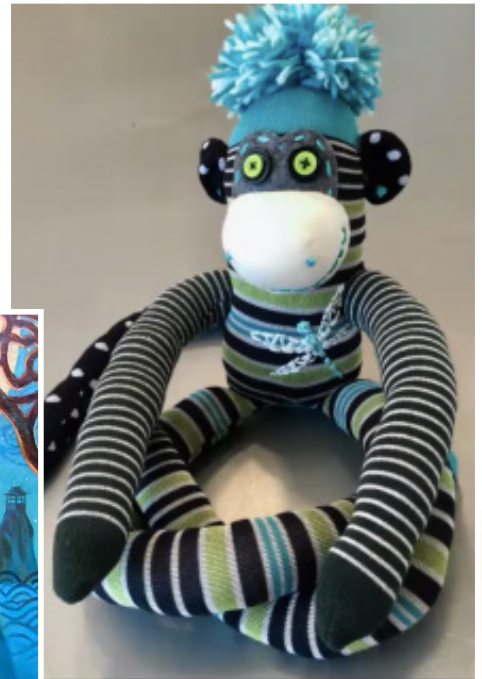
connect



**ARTSADVOCATES.ORG**



Mary GrandPré, the original American illustrator of the Harry Potter books that became an international sensation, was the guest speaker at the Arts Advocates monthly program in April. Enjoy these images of her Harry Potter illustrations, her own abstracts, and two of the Sock Monkeys she is creating and auctioning off for charity on Instagram.



## Arts Advocates Name Badges

As we begin to resume in-person meetings, you may want to get an Arts Advocates name badge if you don't already have one. Contact Sarasota Trophy & Awards at 941-921-4339. You can either have the badge mailed to you or pick it up. They are located at 661 Superior Avenue, Sarasota.

