



*President:* Linda Krantz

*Vice President:* open

*Secretary:* Colette Girard & Cindy  
Koshalek

*Treasurer:* Mary Reines

*Past President:* David Williams

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**Important Upcoming Dates**

April 28. Summer Salon Registration Begins

May 14. MAG Bimonthly Meeting

May 17. Summer Salon Registration Ends

June 1. Summer Salon Artwork Drop-off

June 13. Summer Salon Awards Reception

July 17. Summer Salon Artwork Pick-up

**Note from the President**

Thank you to those of you who filled out the Artful Gatherings Survey.

Surveys like this are a great way to reach out to our membership to find out how your Art Guild can support you.

The last date to return survey responses was March 27 - too late to report final results in this issue of the newsletter, but results will be shared, and decisions made based on your feedback. Preliminary results show that your overwhelming preference is for learning opportunities. Based on the attendance at the Art Fairs and the Website Design for Artists gatherings, our members are hungry to improve the skills that help us get our art out into the public eye. And as always, please reach out if you have other ideas or know people who would make great presenters.

~Linda

## Art Night!

Art Night will be held at 6:15pm on Thursday, April 18<sup>th</sup> at the home of Nancy Mather, 3071 Bull Run Sun Prairie.

Please be vaccinated and boosted. Bring art you'd like feedback on or want to share with the group. Please bring a snack or beverage to share.

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Please consider opening your home for an Art Night. You can set the number of attendees depending on your space by sending a sign-up sheet. You also determine the date. Art Nights are wonderful evenings of art, thought and camaraderie!

If you would like to host an open Art Night, please send an email to [newsletter@madisonartguild.com](mailto:newsletter@madisonartguild.com). Note that if no one volunteers to host by the 20th of the previous month, that month's art night will be via Zoom.

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Thank you to Jennifer Knollenberg for hosting Art Night in March!



### Tentative Future Art Night Schedule

April: Nancy Mather

May: Ann Kleckner

June: Amanda Basich Kron

July: James Shulkin

August: Merikay Payne

September: Issis Macias

October: Kimberly Eitland

November: open

December: Cynthia Koshalek

January: open

February: open

March: open

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## Art Night Photos wanted!

If you are hosting or attending Art Night, please remember to take a few photos for use in our social media accounts and for marketing purposes. Please ask permission before taking photos of attendees or artwork being shared.

## MAG Bimonthly Membership Meeting

Next MAG meeting is May 14, 2024 at 6:30 pm.

Bylaws will be voted on by members. A copy of the updated bylaws will be emailed to all members in late-April for review.

A Zoom link will be sent in the May newsletter.

## Updating Your Artwork on our Website

Currently members cannot themselves update or change the artwork that appears in their profile on our MAG website. If you are interested in making a change, please reach out to Owen or Karen via:

[web@madisonartguild.com](mailto:web@madisonartguild.com)

## 2024 Summer Salon

The 2024 MAG Summer Salon is fast approaching. Think about which of your creations you want to exhibit, put the finishing touches on it, and register to participate. The exhibit in the UW Hospital Surgical Waiting area is widely enjoyed by many hospital staff and visitors. In past years, several of the pieces of art have been purchased. This event is judged and provides recognition in the form of awards for excellence in a variety of categories. It runs for two months from June 1 ending July 27. Think about which of your creations you want to exhibit at the 2024 MAG Summer Salon. Put the finishing touches on it and register to participate.

### Important Dates

Registration will begin April 28

Registration will end May 17

Artwork Drop Off - June 1, 9-10:30 am

Awards Reception – June 13

Artwork Pick Up – July 27, 9-10:30 am You MUST pick up your artwork at this date and time.

Detailed registration information will be sent out in April.

Do you want to volunteer and be involved in the production of the exhibit, the reception, or the awards program?

Email [salon@madisonartguild.com](mailto:salon@madisonartguild.com) for details. Hope to hear from you soon. Some of the volunteer opportunities only take a few hours.

## Firefly Coffeeshouse Show

Linda Krantz has reserved the Firefly Coffeeshouse in Oregon, Wisconsin for a MAG exhibit during July/August 2024. Based on the amount of wall footage and recommendations from the Firefly curator, this show can accommodate either 14 artists utilizing 5 feet of wall space each, or 10 artists utilizing 7 feet of wall space each. Another option is for 2 artists to share a 7 ft. section. The application process will begin in May. All sales are handled between the artist and the buyer. There is no fee and no percentage taken from any sales. Please begin thinking about whether you are interested in participating in this show. It's a great space for exhibiting.

## Artful Gatherings

### February

On February 28, MAG member Julie Raasch held a presentation on websites for artists. She covered terminology necessary for understanding the website design process, and gave practical guidelines for a well-designed website. A big thank you to Julie for sharing her expertise. Links to her handout as well as her Zoom recording are below.

Link to the slides:

[https://creative-zoo.com/MAG/Julie\\_Raasch-MAG\\_web\\_presentation.pdf](https://creative-zoo.com/MAG/Julie_Raasch-MAG_web_presentation.pdf)

Link to the recording of the talk:

[https://us02web.zoom.us/rec/share/scCfZ-Ks141\\_LsAFTZMXmTSDCW-5O8pMXFEvYJCxBztHGwPZLKza9W02w1OwJTz6.qpD\\_9f3FJsJsmbAP](https://us02web.zoom.us/rec/share/scCfZ-Ks141_LsAFTZMXmTSDCW-5O8pMXFEvYJCxBztHGwPZLKza9W02w1OwJTz6.qpD_9f3FJsJsmbAP)

Passcode: Rkhip0&2

### April opening

There currently is nothing scheduled for an April Artful Gathering. If you have an expertise you would like to share, we are happy to help find a space and get the word out.

## Business of Art Conference

The Dane Arts Buy Local (DABL) Business of Arts III Conference was held on March 7-9 at the Arts and Literature Laboratory in downtown Madison. There were a few of our members in attendance, including Linda Krantz, Brigitte Boucher, James Shulkin, Karen Faller, Kim Strittmater, GG/Green Goodies, and Xizhou Xie. Amanda Kron was a panelist. As the title suggests, presentations were focused on helping attendees learn more about managing their art businesses. Keep an eye out for next year's conference held in March.

## Volunteer Corner - New Feature!

- Summer Salon. The Summer Salon is a long-standing art show that involves an art exhibit, acceptance of artworks as they arrive, judging of entries, awards and their preparation, a reception, and return of artworks when people arrive to pick them up. Each of these parts of the Salon needs volunteers willing to give a few hours of their time. The work is rewarding, and members are encouraged to volunteer with our guild. Please reach out to [salon@madisonartguild.com](mailto:salon@madisonartguild.com) for more information.
- The upcoming show at the Firefly Coffeehouse in Oregon will require people who can help with intake of artwork, hanging of the show, and dismantling the show when it concludes. Each of these activities will require a few hours of your time. If interested, please contact [president@madisonartguild.com](mailto:president@madisonartguild.com)

## MAG on Social Media

Have something you would like announced on social media? Please email Kimberly Eitland at [sm@madisonartguild.com](mailto:sm@madisonartguild.com).

Please like and comment on MAG's [Instagram](#) and [Facebook](#) pages. It helps extend our reach so we can let future members and patrons see what we're up to.

Our private [Facebook group](#) allows us to share the latest news, show off your art, get feedback, ask questions, etc. amongst ourselves.

## MAG Bimonthly Meeting Minutes

March 26

Attending: Linda Krantz, Colette Girard, Tom Kuchenbecker,

Nancy Mather, Theresa Drinka, Jane Foos, Kel Mur, Julie Raasch, Jennifer Angelo, G.G., Mary Reines, James Shulkin, Jill Cori Lippert, Cynthia Koshalek

Linda calls meeting to order at 6:30pm

1) Approval of January meeting minutes.

Moved for approval by Colette. Second by Cynthia

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**2) Reports**

Leadership Committee has edited final copy of Bylaws. Will be sent to members at the end of April. Voting for adoption will be at the May meeting.

**3) Artful Gathering Survey**

24% response so far. Survey closes March 27; results will appear in May newsletter and will drive future Artful Gathering planning.

**4) Treasurer's Report - Mary**

Unrestricted cash is \$7,407. Gave \$500 to Madison College Graphic Design student. Received gracious thank you note from him.

Paying for storage, post office box and insurance in March. Daniel Bakken paid dues and is reinstated as a member. We are doing well.

**5) Old Business**

Nineteen Members attended the Julie Raasch presentation on website design for artists. Information and links will be in the April newsletter.

**6) Art Night**

April Art night is at home of Nancy Mather. Thank You to Jennifer Knollenberg for hosting March Art Night.

**7) New Business**

Business of Art Conference. Seven MAG members attended; Mandy Kron was a panelist. Linda attended several Sectionals at the Conference and came away with new ideas about how to promote our art group locally.

**8) Discussion on possible Cooperative Project**

Linda Krantz and Anne Kleckner had an informal discussion at another time about cooperation amongst local art groups. There are so many.

-The idea was introduced, asking for input about getting different groups together to discuss this possibility.

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-If we were to do something cooperatively, there is a new outdoor space in Monona that is available.

- Keeping our own identity would be key.
- Discussed the possibility of local 501c3 art groups having an Art Auction together.

Member discussion than branched out into:

- Grant Writing
- Art Fairs
- County wide Art Directory
- Website for larger groups
- Legal issues
- Power in numbers

**9) Acknowledgements-**

Thank you to all the MAG volunteers. We need you!

**10)** Discussion on art donations at different events. It was mentioned that someone's accountant explained the details of donating art to auctions and that an artist cannot deduct the sale price of a piece but can deduct materials only.

**11)** Paoli Art In the Park: August 31-September 1.

Deadline for application to have a booth is May 15. If we want to have a MAG booth, we would need a chairperson or co-chairs. It would be good to have a presence there.

**12)** Next Board meeting is May 14. 6:30pm

Bylaws will be voted on at that meeting.

**13)** MAG Banners and Brochures

Desired for Art Fairs

Can use at Blind Tiger Pop Up on April 5 & 6.

Tom K. has a lot of brochures that can be handed out, there are many in storage. Colette and Mary will retrieve them and give to Blind Tiger participants.

James moved to adjourn the meeting, second by Mary.

7:23 pm Meeting is adjourned

Submitted by C. Koshalek

### MAG Calendar 2024-25

|                  |           |                        |  |
|------------------|-----------|------------------------|--|
| <b>April</b>     | Art Night | Artful Gathering       |  |
| <b>May</b>       | Art Night | MAG Membership Meeting | Middleton Art Walk   |
| <b>June</b>      | Art Night | Artful Gathering       | Summer Salon   |
| <b>July</b>      | Art Night | MAG Membership Meeting | Summer Salon, Art Fair on the Square, Firefly Coffeehouse Show |
| <b>August</b>    | Art Night | Artful Gathering       | Firefly Coffeehouse Show                                       |
| <b>September</b> | Art Night | MAG Membership Meeting | Paoli Art Fair (?)   |
| <b>October</b>   | Art Night | Artful Gathering       | MAG Annual Dinner  |
| <b>November</b>  | Art Night | MAG Membership Meeting |  |
| <b>December</b>  | Art Night | Artful Gathering       |  |
| <b>January</b>   | Art Night | MAG Membership Meeting | January Showcase   |
| <b>February</b>  | Art Night | Artful Gathering       | Goodman Community Center Show (?)                              |
| <b>March</b>     | Art Night | MAG Membership Meeting |  |