



ART ALLIANCE of the Riverside Art Museum



President: Kathy Christmas

September 2019

Message from the President:

Our world truly abounds with art, and this year it abounds greatly in the work of the Art Alliance of the Riverside Art Museum. Your Board and committees have been planning all summer to ensure a year filled with fun. I am grateful for everyone's efforts on behalf of the Art Alliance and the Riverside Art Museum. If you're not already involved, now is your chance to volunteer in an area that interests you.

Our first fundraiser has been in the planning stages for over a year now. Art Bark in the Park artists have returned their Art Pups. It is amazing to see the unique ways the artists chose to create their art piece on a metal, dog-shaped canvas. Pictures of the Art Pups have been featured all summer long on our website and social media sites, but from October 4th to the 10th the pups will be

on display in White Park. Please attend the Friday, October 4th opening night gala and bring all of your friends.

The Blue Door Museum Store committee is busy year round keeping the store well stocked and beautifully arranged. The inventory includes offerings from local artists as well as other purchased items. It is the best place in town to find a gift for that special someone or even yourself.

There are many more things planned for this year, so I encourage you to attend our first meeting on Thursday, September 19th. Beginning this year, ***You will*** have a chance to eat, drink, and mingle with old and new friends in the Atrium. ***You will*** then move to the Art Alliance Gallery and enjoy our first program speakers, Susan Straight and Douglas McCulloh. They will share their work on the current Riverside Art Museum exhibit entitled: “Badass Women and the Road to the Promised Land”. ***You will*** have a chance to hear more about the plans for the coming year. Most of all: ***You will*** have fun!

Kathy Christmas, *President*

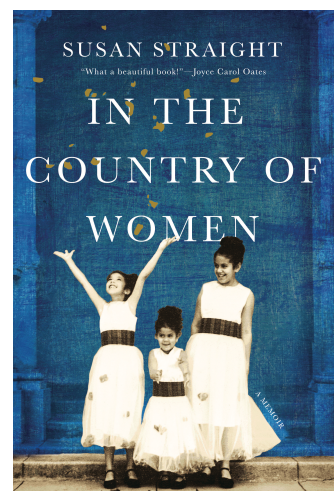
SEPTEMBER FEATURED SPEAKER



The program committee is so excited by our September program: Susan Straight and Douglas McCulloh! Celebrating 9 years of creative collaboration, Douglas and Susan will speak about their newest RAM exhibit: Bad Ass Women and the Road to the Promised Land.

Susan is the award winning author and Distinguished Professor of Creative Writing at the University of California Riverside, and Douglas is the internationally exhibited photographer and curator. Susan states that she finds the great stories in Southern California, and Douglas makes the perfect images that capture the essence of the stories.

From 6:00-6:30 p.m., Susan will be autographing her most recent novel, “*In the Country of Women*” which is the inspiration for the show. The book will be available for purchase.



FALL FUNDRAISER

ART BARK in the Park is ready for a successful opening!!

Art Alliance members have been working all summer to launch our first canine-inspired art show--**ART BARK in the Park**. Perhaps you've seen some pictures on social media of some of the art pups? They are amazing. Don't miss our Grand Opening on Friday, October 4, 2019, from 5:00-7:30 p.m. at White Park in downtown Riverside. Please buy your tickets (\$25 each) before they run out by going onto www.riversideartmuseum.org. Over 130 artists have submitted pieces for the ART BARK event. They range from abstract to traditional, realistic to fantastical! There is an art pup for everyone to love at the show. Plus, we will have a Pop-Up Boutique (thanks to the Blue Door Museum Store), food, music, a no-host bar and a display of the winners of our Art Bark Student Art Contest.

Right now, there are only 10 sponsorships left for lucky people to own an art pup. Sponsorships of art pups cost \$500, and sponsors receive the original artwork (perfect for garden or home), two tickets to the Gala and publicity in programs and signage. We surely hope the last 10 pups can be adopted! If you know anyone who might want a beautiful dog sculpture/painting, please have them go onto our website and sponsor! (Call **Kathy Allavie** at 951-784-7377 with any leads and she will follow up).

We need lots of volunteers to help work the ART BARK show, from Opening Night through closing on October 10th. Please check with **Selina Bremenstuhl** and she will find you the perfect spot to help.

Many thanks to our committee and volunteers who have been working hard to get us to this point! **Doreen Alewine, Pam Balys, Kathy Bocian, Selina Bremenstuhl, Kathy Christmas, Margo Chabot, Phyllis Crabtree, Anne Deem, Brightie Dunn, Judy Fish, Jackie Hopper, Beth Kollmyer, Sari Kustner, Debby Phillips, Emmanuelle Reynolds, Suzanne Rice, Leslie Slamal, Cookie Smith, plus the help of RAM staff, Drew Oberjuerge, Valerie Found, Ai Kelley, Katie Hernandez, Kathy Bennett and Caryn Marsella, and the PAN volunteers for photographing the dogs!**
We appreciate all your efforts!

Kathy Allavie and Lucile Arntzen, *ART BARK in the Park* Co-Chairmen



SPRING FUNDRAISER

*What's up with **Art Market**?*

Time has certainly flown since our Annual Meeting. Here we are in the dog days of summer, and the new Art Alliance season is upon us.

Kathy Bocian hosted a lovely evening of celebration for last years' event on Thursday, August 29, and shared the final figures with the committee, as well as some of the insights we gathered from vender surveys.

The big news is that last year's art market became a significant fundraiser for us. Our revenue was \$24,854.29, which included a grant from the city, a significant uptick in sponsorships, and the silent auction (\$1600.00 – great idea, Matt and Robin!). I think this is a reflection of our continuing commitment to making the art market a signature spring event in downtown Riverside. All the hard work and dedication over the years is starting to really payoff! After our expenses of \$3,951.62 we reaped a net profit of \$20,875.62. On top of that we have fairly firm attendance numbers and we had over 2000 people attend. Woo Hoo!

Congratulations to all the committee members and the event chairs that have built this event from scratch!

With all this good news came some great feedback from our venders. Many, many venders had a very successful day and expressed their appreciation for all the attentive hospitality that the committee offers them. On the flip side, it also became pretty clear that we have areas of the venue that just don't work. Venders who were on the roof, or in the lower level of the RMA were clear that they didn't get much traffic.

So...that leads us into some exciting plans for Art Market 2020. It turns out that the RMA is not available to us because they are fully booked for March and April. As Kathy and I met with Drew and Valerie over the summer and tried to settle on a date for the event it became clear that we needed to start thinking big. Margie Haupt graciously attended a couple of brainstorming meetings and we all concluded that the best solution to our limited space was to close off Mission Inn Ave, between Lime and Orange...and take Art Market to the street. This is a very exciting development that will give us plenty of room for venders and much better exposure for all of them. We'll be able to add a stage for entertainment and place the children's art area right in the middle of the market. Our art demonstrations will also be located in this area and become a more central feature. We're planning for a beer and wine garden with a few signature food venders that would go in front of the stage. Inside RAM, we'll use only the lobby, the Atrium and the AA gallery (and the lawns).

This is an important leap for us and will bring valuable street presence and pizzazz to our celebrated community event. It comes with new challenges, both logistical and financial, but luckily we have a committed core team with years of experience, the complete support of the RAM staff, backing from the city, and, most importantly, all the wonderful Art Alliance members who show up and help run the event. Let's rock it!

Shannon Murphy, *Art Market Chair*

TREASURER

Due to the Labor Day weekend and the first Board meeting of the year not taking place until next week, the financials to close out the 2018 – 2019 year have not yet been approved. Therefore, the only piece posted under Financials is the approved 2019 – 2020 Budget.

In May, the Board approved an additional \$20,000 donation to RAM, bringing our total RAM donations for the 2018 -2019 year to \$85,000. This is a commendable amount due to the carry-over profits from Art Float and the success of our Off the Wall and Art Market fundraisers. Congratulations to all who were involved at any level in this amazing achievement.

We look forward to another highly successful year. Art Bark in the Park is well underway and already exceeding proposed budget expectations. Art Market looks to build and expand on the success grown over the years.

Pam Balys, *Art Alliance Treasurer*

MEMBERSHIP



We are pleased to welcome Onya Konovaloff as a new Art Alliance member. Art is both a passion and a hobby in Onya's life. From creating, teaching, supporting artists, and traveling to museums all over the world, she considers herself a huge art advocate. She is currently completing her second year of a MA in Art Education.

Onya is a first generation Russian American. She is proud of her Russian heritage, especially of her Grandmother's beetless borscht. Onya, is also an animal lover. She rescued her two "old boys", Spike a 12 year old Terrier mix, and Ziggy, a 15 year old Poodle-Golden Retriever, who are her loves.

We also would like to welcome these new members:

Heidi Davies

Andrea Fry

Linda Kieding

Ruth Ann Ryan

Madelyn Warner & Denise Stevens, *Membership Chairs*

MUSEUM GUIDES

We are so excited to begin our new year this September 2019. Art Alliance members, this is your opportunity to join the Museum Guides program at the Riverside Art Museum. We now have 13 active guides that cover Saturdays and Sundays from 12-3pm. Our Museum Guides also cover the first Thursdays of the month. Last year our guides spoke with 2,763 visitors. With our calendar of upcoming and exciting exhibits, I am quite sure the number of visitors will increase.

Our long-term goal: Over time volunteers, staff and board will more accurately reflect the face of our community (diverse and multicultural). The new cultivation of volunteers and interns will become a new source of revenue. They will invest time, donate to events, attend events, purchase art, take classes, etc.

Please join us for our next Museum Guides meeting, Thursday, September 26, 4-5:30 pm.

Katie Hernandez (951) 684-7111

Brightie Dunn (951) 233-1854

SOCIAL MEDIA

This summer the Art Alliance Facebook and Instagram accounts have been bustling with all things ***Art Bark in the Park!*** Instagram has been especially active with artists sharing their Art Pups in progress and allowing us to repost and share on our account and stories along the way.

Our Instagram account currently has 1,151 followers. If you have an Instagram account and aren't already following ***@riversideartalliance***, please do so! You can also encourage family members and friends who want to keep up with our activities and updates to follow us. In August alone, we made 14 posts, which received 871 individual "likes." The hashtags #artbark and #artbarkinthepark have been used over 600 times on Instagram! All of this, put simply, means that a lot of folks are talking about the event on social media!

Art Alliance Facebook posts have reached over 300% more people this past month than in previous months. 50% more Facebook users have actually visited the Art Alliance Facebook page and page "likes" have grown by 171%. We still have lots of growing to do. The more you "share" posts made by the Art Alliance Facebook account, the more likely people will visit, like, and follow our page.

We've seen quite a bit of activity due to Art Bark in the Park and the many participating artists who also want to spread the word about this event. We'd love to keep the momentum going on the Art Alliance's social media accounts all year long though. Chairs of each committee - please consider sending Robin Luther any images, blurbs of information, upcoming events, or even just fun little updates, so that she can keep our social media going strong all year long, and represent the wide range of activities and causes that the Art Alliance supports. Send images and information to Robin at robin.m.luther@gmail.com. Thanks!

BLUE DOOR MUSEUM STORE

We have just completed the annual Blue Door Store inventory and rearranging. Mark your calendars for November 7 for our Holiday Store Opening; however, we currently have many beautiful home and fashion accessories for gifting and keeping.

Featured this month are unique and supple piano wire necklaces and earrings that are sold exclusively at museum stores. Stop in to see and feel them for yourself! We also have gorgeous Klimt, Kandinsky, and Monet print silk scarves with hand rolled hems, and of course, there are many new handmade pottery pieces, jewelry items, and works of wall art from local artists as well as unusual wooden bowls locally fabricated from furniture.



Kathy Arthur, *BDMS Chair*

CALENDAR

September

Thursday, Sept. 19 @ 6:00 p.m. General Meeting [RAM](#)

October

Tuesday, Oct. 1 @ 5:15 p.m. Board Meeting [6540 Blackwood](#)
Oct. 4 - Oct. 10 Art Bark in the Park [White Park](#)
Friday, Oct. 4 Set Up & Gala
Sunday, Oct. 6 Family Day

Thursday, Oct. 10 Artist Pick Up & Break Down
Thursday, Oct. 17 @ 6:00 p.m. General Meeting [RAM](#)



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www.riversideartalliance.org

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