



CALAVERAS COUNTY  
**ARTS COUNCIL**

*Our Mission*

*To build a united community by  
awakening, supporting & nourishing the arts*

Annual Report

2019 - 2020

Calaveras County Arts Council

Because of Covid 19, this year's Annual Report is presented online  
and can be found on our website.

Hardcopies are available without charge on request.

Email your request to [goldrusharts18@gmail.com](mailto:goldrusharts18@gmail.com)

August 2020



**CALAVERAS COUNTY ARTS COUNCIL**  
**ANNUAL REPORT**  
**FISCAL YEAR July 1, 2019 – June 30, 2020**

**Board of Directors:**

Fara Roberts, President  
Cynthia Przybyla, Vice President  
Don Urbanus, Treasurer  
Victoria Fout, Secretary  
Steven Hall, Member at Large  
Ruth Morrow  
Donna Guadagni  
Autumn Hesser  
Maura Purcell

**Executive Director**, Kathy Mazzaferro  
**Asst. to ED; Marketing & Media Specialist**, Maggie Sloan

It was the best of times...

The Calaveras County Arts Council was looking forward to a successful year when the Corona Virus hit with a vengeance in February of 2020 and by mid-March the Gallery was shuttered and administrative work continued in the homes of our ED, Kathy Mazzaferro, and Marketing/Media Specialist, Maggie Sloan.

Through the efforts of the Calaveras County Arts Council's Board of Directors, staff, artists/contributors and many dedicated volunteers, we embraced new ideas while protecting and cherishing our signature events. Because of our active board members, dedicated staff and volunteers we are able to keep the arts council active and relevant during the pandemic. This report will summarize the activities for the fiscal year.

**History:** To assure that the arts would be an enriching aspect of this area, the Calaveras County Arts Council (CCAC) was organized in 1981 when a County Arts Plan was developed, resulting in the council being accepted as a State-Local Partner (SLP) with the California Arts Council, a state agency. From its formation to 2003 we received annual grants, often as much as \$60,000. However, in 2003, California Arts Council was hit with a 94% cut in its budget and has no longer been able to support the local art councils as they once did. During years 2003 to 2006, we received no State grants and relied solely on local community support in memberships, donations and revenue earned from event proceeds, auctions, and from the gallery sales (30% of sales dollars are returned to arts council). From 2007 to the present, we continue to receive grants from the California Arts Council/SLPP. Membership drives and fund raising for designated programs continue to be the mainstay for our financial support. As many rural art councils close their doors, slash or reduce programs or operate with volunteers only, the Calaveras County Arts Council survives because of the generosity of local funding and support and continued prudent, fiscal management. This year we again ranked 5 out of 6 during the review for California Arts Council's State and Local Partnership program.

The Board of Directors meets on the last Tuesday of the month, at 5:30pm at 22 N. Main Street in San Andreas. An annual all day strategic planning meeting was held on January 10, 2020 at the home of Cynthia Pryzbyla.

As a private, non-profit 501(c) (3) public benefit corporation, the CCAC is not directly part of county government. However, from the County Board of Supervisors, CCAC receives annual support valued at \$12,000 of in-kind rent for the office/gallery and additional space for public events and receptions. We also receive in-kind support that includes custodian, utilities, heating and air conditioning valued at \$3,000

For the fiscal year, which began July 1, 2019 and ended June 30, 2020, the Calaveras County Arts Council Gross Income was \$94,080; Expenses were \$88,235. It should be noted that we began the fiscal year with \$12,847 in the bank, ending with \$18,675. Our total fixed assets value at \$51,000 (baby grand piano, bust of Mark Twain, new furniture for Gallery, laptop computer and printer, professional art display panels).

#### **Calaveras County Arts Council's 2019-2020 programs included:**

##### **Arts in Education**

CCAC is grateful to 1) County Office of Education, a long-time supporter, which this year contributed \$1,500; 2) Participating schools and parent groups which provide matching funds for the workshops; and 3) Mr. Rob Williams for chairing our Ride&Walk4Art fundraiser, the proceeds of which help support Arts in Education. While Ride&Walk4Art was cancelled due to COVID-19, we are grateful for those riders and walkers who signed up and then graciously declined a refund. Working with local schools, we provided matching grants for visual art and performance programs in the classrooms prior to the closing of the schools. We look forward to finding ways to help our school arts programs during these challenging times.

In March we had planned to host our annual Art Spirit art show, showcasing the art work of students from both Calaveras and Bret Harte High Schools as well as Toyon Middle School. Unfortunately, due to the Corona Virus, schools were closed, as was the Gallery. We were fortunate that Mr. Scott Nanik of the COE was able to visit the Gallery prior to closing and purchased several pieces of student art work. ED, Kathy M., arranged for one-on-one art pick up with the teachers so the unsold art work could be returned to the students. We are very grateful for the support of teachers Mark Waelty (BHS), Devon York (CHS), and Autumn Hesser (TMS).

##### **Poetry Out Loud**

This was the second year that the CCAC participated in Poetry Out Loud, a national recitation contest created by the National Endowment for the Arts and the Poetry Foundation in partnership with the California State Arts Council. Students select poems to memorize and recite from an online anthology of more than 900 classic and contemporary poems. Over 50 students from Calaveras and Bret Harte High Schools participated. We were delighted with their level of enthusiasm and commitment. We were fortunate that local retired English teacher, Ingrid Hjelmervik, again volunteered to chair POL. Ingrid did a stellar job arranging for school site meetings with teachers and students. She secured the services of the judges, made certain everyone had copies of all required materials, reserved the competition sites, and co-hosted the finals in the performing arts center at Calaveras High School.

This year's champion was Sage Miller, a Junior at CHS. As part of her award package Sandra and her family would have received an all expense paid trip to Sacramento for two nights/three days to attend the California State Finals of POL. Sadly, the in-person finals were cancelled by the State Arts Council in the interest of health and safety for all due to the corona virus. The state arranged for a virtual competition in its place. With the assistance of CHS drama teacher, Ann Mazzaferro, we were able to record Sage's performances and submit them to the state. Sage did an excellent job and we are certain she scored well. We look forward to continuing this program in the winter for 2021. We will receive a grant in the amount of \$5,000 (as we did last year). Matching funds are NOT required. The funds are used to provide materials, stipends for the local coordinator, mileage, and modest cash awards for the winners, both preliminaries and finals.

### **CCAC Gallery Store & Art Gallery**

The CCAC Gallery and office is located at 22 N. Main Street, San Andreas. A dedicated small group of artists hang and arrange the gallery at the beginning of each new show. While the lack of foot traffic has an impact on sales of art and such, it is worth mentioning that we sold over \$2,800 in art, cards, jewelry, etc., during this last fiscal year. Gifts of Affordable Art remains a great success.

Over the years we have been blessed by the participation of over 50 local artists. We continue to encourage and promote all Calaveras Artists of varying levels of experience and welcome past artist participation and new artists to the county. As always, we promote artists working in all mediums including, but not limited to, literature, music, visual art, fabric, ceramic, and sculpture.

The office is growing as a resource center for arts-related information for residents, visitors, and artists around the county and foothills with staff fielding numerous phone calls and emails throughout the year. We are pleased that this continues in spite of Covid. While the Gallery is currently closed, Maggie does an excellent job of providing many streams of information on our Facebook page and maintains a robust and current webpage. Kathy responds to phone calls and emails and meets with buyers one-on-one at the Gallery to complete on-line sales.

### **Music in the Parks – 2020**

**(spans two fiscal years – this report covers summer 2020)**

This would have been our 29<sup>th</sup> annual summer concert series. An exciting line-up of musicians were ready to fill our hills with the sounds of music of all genres. Unfortunately, in keeping with state mandates and in the interest of health and safety for all, the board and staff unanimously (and sadly) agreed that MIP had to be cancelled for this summer. Kathy contacted all the bands notifying them of the decision. She secured the contracts for all scheduled performers for next year, 2021, promising them the same venue. Music in the Parks remains a signature program for CCAC.

### **Ovations**

This year the "Ovations" Performing Arts Series presented two performances at the 300-seat Dr. Elliott Smart Performing Arts Center on the campus of Bret Harte High School in Angels Camp before Covid required us to cancel the remainder of the season. We were able to present local favorite *Cantamos* in January and the Bluegrass delights of *Laurie Lewis*. Both concerts

were both a critical and financial success. As we had to cancel the last two concerts, we offered refunds to those who bought tickets (either singles or season). We were touched and grateful at the number of patrons who declined the refunds and chose to consider the tickets a donation. The Ovations performing arts series remains a signature event bringing a wide diversity of artists such as professional dance/ballet companies, classical orchestras as well as jazz and big bands to Calaveras County. This would not be possible without a strong relationship and support from local businesses and patrons. Like Music in the Parks, Ovations is a signature program for CCAC.

### **Artist Scholarships**

For the 21st year, CCAC offered scholarship money to local students who demonstrated an earnest desire to improve skills in the arts through higher education. This year we were proud to present arts scholarships, to two graduating seniors from Calaveras High School all pursuing a degree in the arts. Each scholarship was for \$500. Our scholarship fund is maintained apart from the general fund in an account with Bank of Stockton.

### **Calaveras Artists Studio Tour 2019**

Last September we hosted the 14th annual Artists Studio Tour, as always, on the third weekend in September. Asst. to ED and media/marketing specialist, Maggie Sloan did an excellent job of designing posters, maps/mailers and advertising. Visitors followed directions printed in a four folded multicolor mailer and map. They could also download them from our web page. Using these colorful tools art enthusiasts found their way to the studios or display locations for local artists where they could watch creativity in action and buy artwork directly from the source. It was very well attended and the feedback from artists and studios alike was very positive. Artist Studio Tour is also one of our signature programs.

### **Other News**

In June of 2019 we were honored to host the quarterly business meeting of the California Arts Council at the Calaveras Performing Arts Center. This meeting was open to the public, beginning and 8:00am and concluding at 4:00pm with a working lunch. Our ED, Kathy Mazzaferro, was invited to share a power point presentation on the arts in Calaveras County and the Mother Lode. It was a huge hit, resulting in a standing ovation from both the California Council and the audience. This meeting provided both sides a chance to learn about the workings of the other.

### **Web Page [www.calaverasarts.org](http://www.calaverasarts.org)**

Under the care and professional acumen of executive assistant, Maggie Sloan, our webpage is more robust than ever. By using our content management system to a fuller extent of its capabilities, and creating a new layout design, blog, and increased number of pages with fresh content, we have increased our visibility on the internet and our rankings in Google and Bing search. The user interface evolves constantly in response to user feedback and user analytics. Sponsors are linked directly from our webpage to theirs, thereby increasing the value of their sponsorship.

### **Email Marketing**

We continue to use Constant Contact to better communicate events and have instituted a by-monthly email newsletter that is sent to our entire mailing list (roughly 2,000). We also email events, make calls to artists, and provide other news as needed. Our open rate hovers between 25% and 30%, which is well above the 17.08% industry average as reported by Constant Contact.

### **Facebook**

CCAC is on Facebook as a nonprofit business. Assistant to the executive director, Maggie Sloan, does an excellent job of keeping the posts current, relevant and eye-catching. Facebook posts include events, post sharing of other local arts related organizations, and other posts deemed of interest to our constituency. Event posts are boosted to local regions, as well as to the Central Valley and Bay Area.

Facebook post engagement is increasing. Our total page followers has risen steadily by almost 30% to a total of 908 to date. Facebook continues to have the reach that best benefits our arts council.

Instagram postings usually detail our art shows, and presently our followers number just under 800.

### **Media**

Our executive director, Kathy Mazzaferro, makes herself available to the media for TV, radio, and print interviews. For every event, press releases go out to all media within the Tri-County area, as well as to media in the Central Valley. CCAC deeply appreciates the Calaveras Enterprise, John Hamilton of thepinetree.net, Nick Baptista of the Valley Springs News and Mark Truppner at KVML for their support and coverage of the arts council events and programs.

### **Special Partners**

Collaborations are important for community involvement in the arts, and CCAC was a partner with many...

#### **Calaveras Chamber of Commerce**

We are a long time member of the Calaveras Chamber of Commerce. Our Executive Director regularly attends Chamber of Commerce mixers throughout the county to keep pace with what's going on in our local business community and update members on CCAC events and programs.

**Calaveras Visitors Bureau** - Notices of arts-related events and lists of art galleries were regularly provided to the CVB Visitor Centers, and we are always included in the Arts & Entertainment page in the 4-color, 56-page Visitors Guide Magazine.

**Angels Camp Museum Gift Shop** – The museum continues to showcase CCAC Mark Twain bust. Posters and brochures of upcoming events are shared and displayed.

### **Public Art**

Utilizing funds held in a savings account (now closed) with the Calaveras Community Foundation, CCAC kicked off a new program, Public Art. CCAC donated \$500 to the Murphys Community Foundation to assist with the completion of a mosaic art mural adorning the outdoor public toilet facilities at Murphys Community Park. Artist Robin Modlin designed and oversaw a group of community volunteers who created the mural.

In partnership with Conifer Communications, CCAC sponsored the painting of a "Welcome" wall on a retaining wall in San Andreas. Dusty Dustyn, retired CHS art teacher, supervised three students in the painting. The wall is just below the Cal Fire Station on Highway 49. Going

forward, the CCAC expects Public Art to be a crucial part of the recovery from COVID for Calaveras County.

### **Major Grants**

Every year we apply to The California Arts Council for its State-Local Partnership Grant which is partially funded from the Arts License Plate project. We received \$41,000 from the California Arts Council, \$2,625 for the balance of our 2018 SLPP Grant and \$38,475 for 2019. Each of these grants require matching funds both in cash and in-kind. We are grateful to our members, donors/sponsors for their continued financial support. We thank Mr. Rob Williams for chairing our major fundraiser, Ride&Walk4Art. In addition, we thank the County of Calaveras for the in-kind donation of our gallery space and utilities. Our 2020-2021 SLP grant has been approved.

All SLP grant monies received are very much appreciated and help provide the administrative infrastructure to our organization. It is essential to note that we receive no government funding for our Ovarions Performing Arts Series, Music in the Parks, or Artist Studio Tour. These programs are self-funded through the generosity of local businesses and services, fundraisers, memberships, supporters and patrons.

### **Next Year**

We continue our relationship with the Calaveras Chamber of Commerce; Dignity Health Care Mark Twain Medical Center, The Calaveras Visitors Bureau and the Calaveras Historical Society and Museum.

We will continue to broaden our working partnerships with other non-profits in Calaveras County. We are grateful for a small core group of dedicated volunteers who run the gallery on weekends, hang gallery shows, and help out at fundraising events. Thanks to our active membership, the philanthropic support of individuals, businesses, and grantors, the industrious leadership of our volunteer Board of Directors, enthusiastic management from our Executive Director, and a robust webpage and social media presence from our Assistant to the ED we look forward to bringing all of our programs back in 2021. The second half of 2020 is an intermission, not a finale.

Finances are always an issue and sustainability is our goal. California approved an increase to the California Arts Council's budget and we are appreciative of the annual, if modest, increases. In 2019-2020 we will continue to provide prudent fiscal management and seek out and secure additional sources of funding.

***We know the arts help build vibrant and healthy communities. We believe our work is about helping create a place where people want to live and work...a balanced community that you and others want to call home.***

***We look forward to the return of the best of times.***