



CALAVERAS COUNTY  
**ARTS COUNCIL**

*To Awaken, Nourish, and Support the Arts in Our Community*

Annual Report

2018 - 2019

Calaveras County Arts Council

Presented at the Annual General Membership Meeting

August 13, 2019



**CALAVERAS COUNTY ARTS COUNCIL  
ANNUAL REPORT  
FISCAL YEAR July 1, 2018 – June 30, 2019**

**Board of Directors:**

Cynthia Pryzbyla, President  
Sarah Switek, Vice President  
Don Urbanus, Treasurer  
Donna Guadagni, Secretary  
Steven Hall, Member at Large  
Ron Schaner (retired June 2019)  
Ruth Morrow  
Fara Roberts  
Victoria Fout  
Autumn Hesser

**Executive Director:** Kathy Mazzaferro

**Assistant to Executive Director –** Maggie Sloan

The arts continued to bloom in Calaveras County in 2018-2019 through the efforts of the Calaveras County Arts Council's Board of Directors, staff, artists/contributors and many dedicated volunteers. A robust and energized board embraced new ideas while protecting and cherishing our signature events. Without active board members and volunteers we would not be able to do what we do.

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 11, 2019. The mission statement of the Calaveras County Arts Council was revised and is now **"to build a united community by awakening, supporting and nourishing the arts"**.

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, 2018 and ended June 30, 2019 the Calaveras County Arts Council Gross Income was \$93,910; Expenses were \$105,796. It should be noted that we began the fiscal year with \$24,443 in the bank, ending with \$12,825. One time income/expenses include a bequest from the estate of Paul Moeller and renovations to the Gallery (these will be addressed in more detail later in the report). 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 2017-2018 programs included:**

#### **Arts in Education**

CCAC is grateful to 1) County Office of Education, a long-time supporter, which this year contributed \$1,000; 2) Participating schools which provide matching funds for the workshops; and 3) Mr. Rob Williams for chairing another very successful Ride4Art fundraiser, the proceeds of which help support Arts in Education. Working with local schools we provided matching grants for visual art and performance programs in the classrooms, student painted murals at Toyon Middle School, and support for Fine Arts Days at Jenny Lind and Rail Road Flat Elementary.

In March we hosted 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. The art work was juried by professional artists and the students received award ribbons as well as modest financial prizes. 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 first 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, volunteered to chair POL. Recitation contests were held at both high schools with the top scoring students advancing to the finals at the Calaveras Performing Arts Center. This year's champion was Sandra Meza, a senior at CHS. As part of her award package Sandra and her family received an all expense paid trip to Sacramento for two nights/three days to attend the California State Finals of POL. Sandra did an excellent job and we are very grateful that Assemblyman Frank Bigelow took time to meet with Sandra and congratulate her on her fine performance. We look forward to continuing this program in 2019-2020.

### **Art Gallery & Arts Resource Center**

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 \$3,200 in art, cards, jewelry, etc., during this last fiscal year.

In 2018 we were humbled and honored to receive a bequest from the estate of long-time arts supporter, Paul Moeller. After much discussion, it was decided that we wanted to do something that would always remind us of his support and generous heart. Pinnell's Carpet One in Angels Camp was contacted and hired to replace the old carpet with new wood laminate flooring. In addition, new office furniture was purchased, replacing the grey institutional cubbies, providing a more welcoming and open atmosphere to the Gallery, one that is worthy of the talent we represent.

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 literature, music, visual art, fabric, ceramic, and sculpture.

The annual Affordable Gifts of Art features over 60 artists. The office is growing as a Resource Center for arts-related information for residents, visitors, and artists around the county and foothills.

### **Music in the Parks – 2019**

#### **(spans two fiscal years – this report covers 2019)**

This was our 28<sup>th</sup> annual summer concert series. Board member and Chairperson Ron Schaner provided another exciting line-up of musicians that delighted audiences throughout Calaveras County. For the ten evening concerts, toes tapped and people danced to musical presentations encompassing Brazilian Choro, Latin Jazz, Rock n Roll as well as Celtic, Italian and Folk. Maintaining our commitment outreach to every part of the county, each concert was held at a different community park, from Rail Road Flat to Valley Springs, from Murphys to Copperopolis, and many points in between. The appeal is the casual, relaxed ambience in which to picnic and socialize while enjoying a variety of quality music. This year we changed up the location of the Valley Springs concert and moved it to the outlook at Hogan Reservoir. The audience loved it. We also held concerts on some Friday evenings as well as Wednesdays with mixed results. Sponsorships by businesses and individuals, with ads in our program, held steady over last year and we continue to look for new ways to make MIP self-sustaining. Attendance is constant and our audiences contribute generously as the donation buckets are passed. At the present time, we are slightly over budget and hoping to break even at the conclusion of the program. Music in the Parks is a signature program for CCAC.

### **Ovations**

This year the "*Ovations*" Performing Arts Series presented five performances presented at the 300-seat Dr. Elliott Smart Performing Arts Center on the campus of Bret Harte High School in Angels Camp. This performance series at the Bret Harte HS Theater brings a wide diversity of artists such as professional dance/ballet companies, classical orchestras as well as jazz and big bands to Calaveras County. Again, this would not be possible without a strong relationship and support from local businesses and patrons. This was a year the CCAC added a theater

presentation of “The Christmas Miracle of 1914” presented by actors from *Once Upon a Time Productions* and the Mountain Melody women’s choir. The audience favorite *T Sisters* returned as did the Zydeco magic of *Tom Rigney and Flambeau*. It was a very popular program, the winter weather was with us and with prudent fiscal management it ended with a modest (under \$1,000) profit. Surveys were offered during the Tom Rigney and Golden Bough concerts to seek audience preferences. Of the 34 completed surveys Bluegrass was the most requested followed by Folk. Other favorites included classical, big band, Dixieland and singer/songwriter. Like Music in the Parks, Ovarions is a signature program for CCAC.

### **Artist Scholarships**

For the 20<sup>th</sup> year, CCAC offered scholarship money to those who demonstrated an earnest desire to improve skills in the arts through higher education. This year we were proud to present arts scholarships, to a graduating senior from Calaveras High School and four graduates from Bret Harte 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**

To link artists and the public, we hosted the 13th annual Artists Studio Tour, as always, 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.

### **What’s new?**

For some time we have been researching the question, “what more can we offer our members”. In the spring of 2019 the answer appeared at the DeYoung Museum in San Francisco. An art exhibit featuring the art of Claude Monet, “Monet; the Later Years” was open to the public at the DeYoung. The CCAC put forth the idea of a day trip to San Francisco and 50 people responded! Buses were rented, reservations with docent lead tours secured, and off we journeyed to The City. It was a compressed trip but we had time for lunch at the DeYoung, the Monet Exhibit and a 360 degree aerial view of San Francisco from atop the DeYoung Tower. The trip was a great success and we are hoping to offer two field trips a year, one for visual arts and one for performing arts.

### **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, calls to artists, and other news regularly, 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 our followers there hover in the low 100's.

### **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 extends special recognition to Mike Taylor of the Sierra Lodestar and Calaveras Enterprise, John Hamilton of thepinetree.net, 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.

### **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 \$59,850 for our 2017-2018-

2019 SLPP Grant. Due to fiscal restructuring by the California Arts Council this grant was broken into three payments over 18 months.

All 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, and the of 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. For example, the CCAC again hosted a table at the annual Calaveras County Garden Club "Springtime Tablescape Show and Luncheon", featuring the *Art Frees the Child in Us All* decorations. In April of 2019, under the leadership of Chairpersons Sarah Swietek and Fara Roberts, our art show *Love Makes a Family* opened, preceded by art classes for Moms. Moms were encouraged to create their own leaves for a family tree that Fara created on the end wall of the Gallery. We have 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 an even more active, fun and exciting 2019-2020.

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.***