

# Art Center Update

## July 2020

### President's Message



We are faced with many challenges right now with what is happening with Covid-19 and other events

throughout our communities. Through all of this, The Art Center is continuing to move forward to get the word out that we are open and following CDC guidelines.

We were faced with issues regarding our website where it was redirecting people to other sites. Through the hard work of our Vice-President, Lisa Lofton, we have our website up and running again. She worked really hard to update it and will continue to make changes as we move forward. You can see everything at [www.tacjacksonville.org](http://www.tacjacksonville.org). Also, if you haven't checked it out yet, she also created an online gallery at [www.tacjacksonvillegallery.org](http://www.tacjacksonvillegallery.org) where all the work that is in the gallery will be showcased so individuals who don't want to come to the gallery yet can still view all the amazing member artwork. We are working on ways to allow the public to purchase the artwork through the website.

We are also waiting to hear what changes will take place at Regency Square Mall with the current sale of the mall. As we are made aware of the information, we will keep you informed.

We will be celebrating our one-year anniversary for being at Regency Square Mall on Sunday, July 26<sup>th</sup> with an open house from 12-4 pm. We will be doing this in conjunction with the opening reception for our "Tune-In" Juried Exhibit. We had 17 artists that submitted and a total of 38 pieces for the exhibit. We will be doing things a little different by having a Facebook live feed at 11:30 on July 26<sup>th</sup> to announce the winners of the juried show and hourly live feeds to talk with guests and artists during the open house. We will also did short interviews as artists dropped off their artwork. These will all be posted to our new You Tube page to get more marketing out here for the shows.

Ed and I have been attending ongoing video conference calls with the Cultural Council to stay up to date on what is going on with all the arts and cultural programs in Jacksonville. We are working on collective messaging with other organizations and sharing information on what we are all doing to open under new guidelines set by the CDC and government and how we are all moving forward with our new norms.

The Board of Directors and the committees are continually working to come up with ideas for moving forward with shows, workshops, receptions, community outreach, and marketing. If anyone has ideas or suggestions that may help us, they would be appreciated.

Please remember to share items we post on Facebook. It goes a long way to help market The Art Center and yourselves as members of TAC.

### Update

The Mayor just issued a **face mask mandate** to take effect at 5PM June 29. We have been very careful in the gallery requiring everyone that works and all visitors to wear a mask, so this is nothing new for us. However, we have had people unhappy about our requirement, but we now have the support of the City.

### Opportunities

#### [44<sup>th</sup> Annual Arts Awards](#)

Every year the Cultural Council of Greater Jacksonville hosts the Arts Awards to recognize individuals who have contributed to arts and culture in a significant way. There's still some time left for nominations. If you want to nominate someone, click [here](#).

Normally this event has been a fancy evening out, this year's **awards** will be an exciting hybrid event that will combine videos and interactive streaming for a virtual **Arts Awards** event that can't be missed!

The theme, Bridges, will focus on the interconnectivity between the arts, business and the community as key to a thriving city. To work within the unknowns of the current public health and social climate, this year's awards will be an exciting hybrid event that will combine videos and interactive streaming for a virtual Arts Awards event that can't be missed! More details [here](#).

#### **[CERF+ Launches New COVID-19 Relief Grant Program](#)**

This COVID-19 Relief Grant program provides financial assistance to artists working in craft disciplines who are facing dire circumstances from the COVID-19 crisis. This program will provide immediate short-term relief to artists, while future efforts will focus on supporting the long-term recovery of artists affected by COVID-19.

More Info [here](#).

#### **[Call for Submissions - Building the Movement: America's Youth Celebrate 100 Years of Women's Suffrage](#)**

This exhibit is presented by the Office of the Curator in partnership with the Office of the First Lady. The White House is encouraging submissions from students in grades 3-12, and will select one artwork to be included in the exhibit from each of the 50 states, the District of Columbia, America Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands.

**Entries must be received by July 6, 2020 at 5:00 p.m. ET.**

More info [here](#).

#### **[Call for Artists: alt\\_space - Now accepting exhibition proposals for 2021-2022](#)**

Located within Arts on Douglas, the alt\_space gallery is an exhibition space dedicated to Florida artists working in a variety of genres that may include: conceptual art, site

specific installation, new media, digital media, video, sculpture, or any other experimental practices and alternative processes. The gallery hosts a total of six alt\_space exhibitions per year, with each display on view for a period of six weeks.

More info [here](#).

### **Gallery Info**

We started to get more visitors to the gallery during June. In May we only had 32 guests, but so far in June we have had 115 people come in and we've recorded our first sales since reopening.

I am sure everyone knows by now that JC Penney is closing, but it won't be immediately. They are having a liquidation sales, but are planning on staying open until September.

Also announced is that the sale of the mall is under contract. That doesn't mean that it is a done deal, but that the interested parties are doing their due diligence. The interested purchaser is interested in making some significant changes is the use of the mall. Nothing is certain for sure, but there has been talk of adding some residential and perhaps some demolition.

The news is good for The Art Center, since their plan is to reinvigorate the area. Unlike when we were at The Landing, if they decided to make some real change impacting current tenants, we have our lease that would need to be considered. At The Landing we only had a month to month lease the last two years we

were there, so when they decided to tear it down there was no legal reason to deal well with the small tenants. At Regency Square we have a 10 year lease, so that if something impacted us in our location the lease would need to be bought out.

### **Art Center Group Project**

One thing we want to do is help create more traffic to the mall. A project that we think could help is to create a mural on the the wall between the police station and the mall entrance. That space is huge, 120' long x 20" high. **Ed, Annelies and Marsha Hatcher** formed a committee and are working through some ideas. Marsha and Annelies have led nearly all of our mural projects over the years and have put together some ideas.



We also thought about instead of using the name Regency Square, we do a similar treatment to some inspirational phrases:

- Love For All, Hatred For None
- What we think, we become

- Try to be a rainbow in someone's cloud
- Strive for greatness
- And still, I rise.
- The time is always right to do what is right.
- We rise by lifting others.
- Never stop dreaming.
- Shine like the stars.
- Be a voice. Not an echo
- Do more of what matters.
- Don't stop until you're proud.
- An artist is an explorer.
- Imagination rules the world.
- Make your life a masterpiece

Our plan is to take these ideas to mall management and see what they think about the idea. We want to make this an event, so we would do social media and videos about the process and see if we can get the public excited.

We would love it if all of our members could participate. Don't be afraid if you've never done a mural before, Marsha and Annelies have done many of their murals with local companies looking to do a service project.

One other thing we'd like to do to get our membership engaged is to do another mural without such stupendous dimensions. We've talked to the Food Pantry in the past about doing a mural on their back wall to help enlighten the folks that visit the food bank.

### Website

As **Kim** mentioned in her President's Message, there have been a lot of upgrades done to our website. We owe a lot to Lisa's untiring spirit. Our old site was hosted by GoDaddy and

built in Wordpress. Both have been known to have hacking issues. **Lisa** stepped up and totally rebuilt the site in Weebly. Then she migrated it from GoDaddy to the Weebly host.

The look of the [website](#) has been freshened up with a cleaner layout. Here are some of the new features:

1. An on-line [gallery](#) has been added. Right now you have the option of the work you currently have hanging in the gallery displayed or a link out to your external personal gallery.
2. A special tab has been created for each show. If you click on the [Tune-In tab](#), you'll see all the works that were accepted into the show.
3. The events [calendar](#) now works and is updated.
4. A special [area](#) has been created for exhibits including Guest and Featured artists. BTW – **Denise Wood is our next Guest Artist**
5. There's also a [link](#) to our exhibit at the Florida Ballet. **Kim** is our current artist
6. Since people may not be as inclined to visit the gallery in person, we felt it was important to give you another way to sell your art. We're still working on this, but our plan is to be able to do on-line sales with storefront pickup. This way we can expand you sales opportunities, but also avoid the complications of shipping purchases. More on this to come. If you want to see how this will look, click on this [link](#) and then select shop by exhibit.
7. More to come

One of those things that will be coming to both our social media and website is the use of videos.

Those of you that entered the Tune-In show know that we took a video of you talking about your entry. We're still editing the videos after all the entries last week, but we think this is going to be a significant addition to how we promote our shows. We will have at least 11 videos that we'll post individually and as a show album. Each [video](#) is 2-3 minutes long. This one Lisa did at home, but the rest were shot in the gallery. It's really nice to be able to hear more about how the artist was motivated to make their piece for the show.

This is only the first step. The next thing we want to do is expand this so that each member will have an on-line artist statement kind of video. Here's an [example](#).

### **Membership**

Long time TAC II studio artist Gail Karson, a spectacular weaver, will be giving up her studio. However, she will be joining The Art Center as a new member starting next month.

### **Programs and Shows**

The "Tune-In" show is now hung and the show looks good.

We had 17 artists enter the show with 38 pieces. The opening reception is July 26<sup>th</sup>, between 12-4PM. The winners will be announced live on-line at 11:30 that morning on Facebook Live.

Come by and support us if you feel safe. We will be following all CDC guidelines.

### **Grants**

**Lisa Lofton** and **Ed** put together the grant narratives and supporting documents for this year's grant. **Jef Taylor** did all the financial work and we were able to get everything done and submit it last week. We all feel this was the strongest application we have made and feel we should do well in the hearings. The unknown at this time is how much money the City will have available for the entire grant process. We'll find that out later in the summer. Typically the grantees are given a little over 50% of their request. It's clear that this year most of the organization will really need the help because of the COVID-19 impacts.