

Eldorado Studio Tour Update • EACA Member Announcements
Studio Tour Article

UPCOMING

Sept 13 and 27, 2021

Life Drawing Session

These dates are **cancelled** and future dates temporarily on hold due to Covid. Notification will go out when these sessions resume *Contact Joe Mullins*
joe@fishprint.net

Sept 7, 2021

EACA Board Meeting

9:30 am (Zoom) Check your email for meeting invitation

Sept 22, 2021

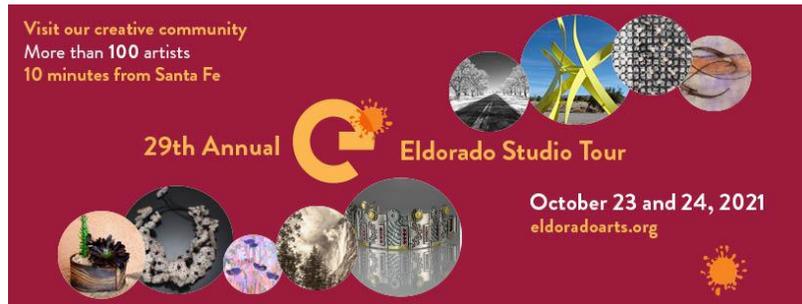
Eldorado Studio Tour Meeting – pick up materials and flags
6:30 pm at the Max Coll Corridor Community Center (16 Avenida Torreon)

Sept 26, 2021

Deadline for August Newsletter submissions.
Send to
EldoradoArts@gmail.com

Sept 30, 2021

EACA General Meeting
7 pm Eldorado Community Center
See page 2 for more details



Eldorado Arts and Crafts Studio Tour Update October 23-24, 2021!!

A breakdown of artists' media for this year's tour is as follows:

Painting: 30	Ceramics: 11	Recycled Art: 2
Mixed Media: 20	Fiber Art: 8	Drawing/Print Making/Paper: 4
Jewelry: 13	Wood: 7	Digital Art & Wearable Art: 0
Photography: 12	Sculpture: 4	

Covid Protocols

In regards to the COVID surges in New Mexico, we at this point are planning to go ahead with the Studio Tour and observe whatever state mandates are in place at the time. We encourage individual artists to take whatever precautions they feel most comfortable with, such as requiring masks and limiting the number of people in their studios at one time. We will have masks available at the Preview Gallery for guests and suggest artists may wish to have some available as well.

Facebook Studio Tour Event: (reprinted from Aug Newsletter)

A new event has been created on our Facebook page for the Studio Tour, <https://fb.me/e/2WQFs5cap>. We are asking that everyone involved in the Studio Tour go to that event page then invite all your friends. With this event post being boosted and all our participation, it will greatly help with the Facebook mechanics behind a post being seen by the general public in the area. In the very near future, lots of photos of our artists' work will be posted in the discussion section.

Go to this link for instructions on how to invite friends to an event.

<https://www.facebook.com/help/213851145302199/>

FYI, a business page cannot invite the people who follow it or like it to an event, unless they are already friends of the admin or owner of the page.

For questions concerning the Studio Tour contact Evie Gauthier, Studio Tour Chair,

EACA GENERAL MEETING

EldoradoStudioTour@gmail.com

The general meeting will be held in person on September 30, 2021, at 7:pm in the classroom at the Eldorado Community Center. The guest speaker will be Jennie Cooley. She will discuss how to market your art.

State Covid protocols will be in place so bring your masks whether you are vaccinated or not.

For questions concerning the General Meeting contact Ann Ortloff, EACA Vice President at 505-577-7564 or vp@eldoradoarts.org

EACA MEMBER ANNOUNCEMENTS

SAVE THE DATE

July 10 – Sept 11

Sam Elkind's Solo Photography
Exhibition: Caught
Open Space Visitor Center in
Albuquerque (6500 Coors Blvd)
www.samelkind.com Eldorado
(see July newsletter for more
details)

Sun. Sept 5, 2021

10 am -3 pm Jolene Petrowski
will be showing and selling her
macrame items at the Santa Fe
Railyard Artisan Market.
www.Macrame-And-More.com
#MoreThanJustKnots

John Segell Showing Pottery at Vista Grande Public Library

John will be showing some of his pottery, mostly bowls, in the exhibition case at VGPL from Sept.1st through the 30th. The show can be viewed during regular library hours. All work will be available for sale, with a percentage donation going to VGPL. Pictured below are two bowls that will be in the show.



Vista Grande Public Library is located at 14 Avenida Torreon, Santa Fe, NM 87508

Please submit your announcements for the following month's newsletter by the 26th of the month for the next month's newsletter.



EACA WHO WE ARE *A Little History On Our Organization*
by Cyma Shapiro

In 1990, artist Arlene Siegel (later, owner of the eponymous Santa Fe gallery), brand new to Eldorado, was invited to a nearby party where she met other partygoers, many of whom were artists. Seeking camaraderie, she immediately thought, "this would be a nice way to meet people." At her behest, a group of seven Eldorado artists would soon meet to discuss art techniques and create a vehicle for promoting their work. They began calling themselves the "Eldorado Arts and Crafts Association." Their focus became a vehicle for supporting local artists in Eldorado, providing a forum for artists to share ideas and expand knowledge, finding connections with other artists, and promoting the arts in the community.

"My idea was to meet other artists," Arlene said. "And I thought that maybe our "buying power" would allow the group to get better prices on art supplies, etc. Everyone was so nice in critiquing, not criticizing. It was a real beginning for a complete community experience," she added.

However, dedicated the members were initially, Arlene said they were also a "rag-tag group." "Everyone was a real individualist.... it was a group of artists being...just artists. It was terrific," she said. On Arlene's suggestion, the first Studio Tour was started in 1992. Twenty-five artists participated.

By 1993, the tour had become a two-day event held in May. Advertising consisted of word-of-mouth and mimeographed posters which were placed on street corners and boards. The group quickly determined that a Preview Gallery was needed to help eventgoers pare down their choices of which studios to visit. The local (St. Elias) Greek Orthodox Church obliged. The event allowed for sponsorship monies to funnel in to help with tour expenses. The group felt it was important to give back to the community so that year (and every year since) A request was made of participating artists to donate 5% of their Studio Tour proceeds (up to \$75) – designated to go to local non-profit organizations including the Vista Grande Public Library, El Dorado Community School, the La Tienda Exhibit Space, and the Eldorado fire department. (the fire department became the first recipient of these monies.) Over the years, the group has allocated more than \$30,000 to these organizations.

As the group found its footing, there were still many issues to iron out. "We never had dues," Arlene said. "One night, we needed money for mailings, a hat was passed around, literally." One member suggested each member donate \$25 and it passed unanimously, but then phone calls came in the next day with members renegeing on their intent. "That wasn't the kind of group we were," she said. "It was very much, 'what would the rest of the group like to do?'"

But, within a few years, the EACA became a "really strong group of people." As the organization took shape, artist demonstrations were added to the monthly roster, as was a "show and tell," a Plein Aire painting group, and eventually a life-drawing group that still exists today.

At the heart of the operations was the desire to create art. "I get so excited when someone (creates) something so exciting that I can't do," said Arlene. "I'm proudest of the fact that I started that group because it grew and there was a need for it."

Today, EACA is the longest-running arts association in New Mexico. "We have one of the biggest and best groups (around)," Arlene said. "We have never had a juried show. These are our neighbors; these are our friends. I never felt we needed to do this. It kind of takes care of itself."

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EACA WHO WE ARE (continued)

“There were people from outside Eldorado who wanted to join the Studio Tour,” she said, “and others (in-community) who wanted to sell the work of outsiders, but you had to sell your own work. We had to distinguish ourselves where our borders were.” The group determined that the borders for the Association should be those areas in Eldorado that are accessed from the three major entrances into Eldorado on the west side of Highway 285.)

“Everyone had a say in the beginning,” explained Arlene. But with the rapid expansion of the group, a “strict organization was needed.”

Around 2000, EACA had come a long way from its original vision. With a new leadership team in place, the group began an exponential increase in growth. Members brought business and marketing savvy to the operation. Dues were instated, insurance purchased; bookkeeping, and best business practices put in place. For nearly a decade, decisions had been made as a group; no one had served as “President.” Within a few years, that changed with the inception of a Board, which at that time, included a President, Vice President, and Treasurer. The Secretary and Communications Director positions were later added to the Executive Board.

It was an exciting time for all. “I could see many opportunities from a different viewpoint,” said then-Studio Tour Chair Joretha Hall, who retained her role for 18 subsequent years. “I could see where there were opportunities to grow and become successful. It was more than one person who also wanted to see the organization (grow).”

Artists began showing their wares at an annual Fall show at the El Dorado Elementary School. It was eventually moved to St. John’s Church in Santa Fe where approximately 50 artists would show their work. Occasionally, they’d offer “pop-ups” at the Agora. “They were always looking for new venues and new ideas for the artists to show their works,” said Joretha. “The goal of EACA is to help the artist promote their work. They are always looking for ways to improve things.”

In 2003, “Shop Talk” – an event designed for artists to visit other studios and discuss methodologies and practices - was started. While the general meetings had been held during the evening, now day-time events were created. The Tour now hosted 55 open studios with 78 artists participating.

By 2006, the Studio Tour was expanding even more. There were now 61 open studios and 94 participating artists. Previously, advertisers would pay \$25 for an ad in the tour brochure. But with an intentional emphasis on marketing, sponsorship dollars increased further, allowing for an even greater pool of money to draw from. A video was made (for events and the Preview Gallery), local media became involved, and with the advent of Facebook, the group utilized as many other social media tools as possible.

While individual artists had created previous Studio Tour brochures, in 2008, a professional designer was hired to create the marketing pieces. EACA began mailing the tour brochure to all Eldorado residents and other specific zip codes; the brochure was also included on the EACA website. At this time the group also became a 501c4 – and educational nonprofit. “The artists wanted something (more)...and we started making changes,” explained Joretha.,

By 2009, there were 83 open studios represented by 217 artists. That same year, the original orange tour flags, painstakingly hand-made from 2000-2009 and strategically placed in front of every open studio location were replaced by mass-produced pieces, to keep up with the volume of participants. (Story goes that one time, some artists brought their sewing machines to the Eldorado Fire and Rescue Station and participated in an assembly line to create each flag.)

Pipes designed to anchor the flags in the ground were now left in front of the artist's homes - for repeated use. "We said that eventually, every house in Eldorado will have a pipe, and we won't have to put them in anymore," said Joretha, laughing. *(Continued on Page 5)*

EACA WHO WE ARE (continued)

Today, artistic mediums represented in EACA include painting, drawing, ceramics, sculpture, glass, jewelry, paper and printmaking, photography, digital art, fiber, and wearable art. Also included are woodworking, mixed media, and recycled art.

Although the group includes world-famous and nationally known artists, "newbies" are always welcome and easily folded into the community. Many members stated that the attraction for moving to Eldorado specifically involved the ready-made artistic community and all its (successful) endeavors. This is a sentiment echoed by long-time Realtor Fred Raznick, of Santa Fe Properties. "Most definitely people sought out Eldorado because (the Studio Tour) eventually became...the largest arts and crafts show in Northern New Mexico.... It's just another important ingredient to all the things that make Eldorado what it is."

While Fred knows of individuals who chose to move to Eldorado simply because of the association, he said others first come to Santa Fe not knowing where they want to live, but when exposed to the community, are inspired to "artistically blossom." "I've met many people who have started their artistic work once they came here because they (finally) had the space," he said.

Communications Director, Jolene Petrowski – a brand new member of EACA – is one of those individuals who more recently found a new calling and interest in the arts (she's touted her macrame wares for two years) and quickly became involved in the organization. "I had always gone to the Studio Tour but felt that once I started my business and became successful, I needed to join EACA. I do like the organization!" she said. "(Members) are very interested in keeping the arts going in Eldorado, which is great. We have a lot of support." To that aim, the EACA offers participants the opportunity to take advantage of the "Mentorship Program" – designed to guide new members through the Studio Tour experience. "There are plenty of people around with (a lot of) experience," said Jolene, "who will lead you through the whole tour process."

According to Kim Crickard, current President of EACA, "It's a nice group of people who are in this organization. Everyone has to be willing to be a volunteer, but it gives us a sense of camaraderie," she said. "We've got a good system as it is, but I'd like to come up with a few out-of-the-box ideas for (the future)." Acknowledging that everything has been much more challenging during Covid, she added, "everyone's trying to be really safe, but we are actively looking for (new) venues to sell our art. There's a tremendous amount of talent here."

Today, EACA has approximately 167 members. The Studio tour has 76 open studios and 107 participants this year. Membership dues are still \$25 per year.

MEET THE ARTIST:

We will continue with our Meet the Artist Series in October. I am looking for artists who would like to share their stories and their passion for their craft with fellow EACA members.

If you are interested in sharing your story in our "Meet the Artist" Series contact Jolene Petrowski at EldoradoArts@gmail.com

EACA EXECUTIVE BOARD			
Website: www.EldoradoArts.org			
Facebook: https://www.facebook.com/eldoradoarts			
Instagram: #EldoradoArtsAndCraftsAssociation			
President: Kim Crickard	President@EldoradoArts.org	Communications: Jolene Petrowski	EldoradoArts@gmail.com
Vice President: Ann Ortloff	vp@EldoradoArts.org	Membership: Marna Zanoft	MarnaZ@earthlink.net
Treasurer: Nan Patmont	treasurer@EldoradoArts.org	Studio Tour Dir. Evie Gauthier	EldoradoStudioTour@gmail.com
Secretary Zina Gale Hogan	secretary@EldoradoArts.org	Shop Talk Co-Coord Nina Morrow	Nina.morrow@ymail.com
		Shop Talk Co-Coord Andrea Sharon	ajsharon@msn.com