

waac words

"A Fabric of the Arts
in Wisconsin"



The Wisconsin Alliance of Artists and Craftspeople, Inc. • Spring 2019

WAAC OFFICERS & DIRECTORS

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Bernie Tennis

Vice President

Susan Baez

Secretary,

Margit Moses

Treasurer

Tom Lazar

Board Members

Judith Durley
Mary Ellen Johnson
Cynthia Koshalek
Brady Lueck
Vivian Smith

WAAC EXECUTIVE DIRECTOR

Lezlie Blanton

ART FAIR
COORDINATOR
Cathy Lybarger

ONSITE
COORDINATORS
Erika Koivunen
Don Vasa

WEBMASTER
Torin Childs

GRAPHIC DESIGN
Lorraine
Ortner-Blake

RULES
COMMITTEE
Bernie Tennis
Susan Baez
Cynthia Koshalek

Wisconsin Alliance of Artists and Craftspeople, Inc.

Annual Membership Meeting

Saturday, March 23, 2019 | Middleton Public Library

Archer Room (lower level) 7425 Hubbard Avenue, Middleton, WI 53562

Schedule of Events

10:00–10:30 Registration and Refreshments

Coffee and light refreshments provided free by WAAC

10:30–10:45 Opening Remarks / Introductions

10:45–11:30 Annual Meeting / Election of Board Members

Elections for four open board positions

11:30–12:30 Morning Workshop: **MOWA's Past, Present and Future in the Wisconsin Arts with Laurie Winters**



Laurie Winters, Executive Director of the Museum of Wisconsin Art, will discuss the dramatic transformation of the museum since the opening of its new facility in West Bend, Wisconsin in 2013. Winters developed a pioneering membership strategy that makes everyone a member.

The concept is simple: welcome everyone to the museum as a member. It's a model that defies the idea that museums are exclusive or elitist. Instead, museum admission fees are actually low-cost memberships that allow unlimited access to the museum for a full year. This philosophy encourages frequent participation in 18 rotating exhibitions and 175-plus free-for-member programs that take place throughout the year. The result is a welcoming and engaged community – a community where everyone is a member.

12:30–1:00 Lunch Sandwiches and Sides

provided free by WAAC

You are invited...

to run for election to serve on the Board of Directors.

WAAC is an organization of Wisconsin artists, run by artists, for the good of all.

Producing two art fairs a year requires a tremendous amount of time and expense, and the more people involved, the better it is for everyone. Artists who have volunteered countless hours in many capacities have now gone on to other things, and you are needed to help the organization continue to fulfill its mission. We are looking for new people and fresh ideas on our

1:00–1:30 **Art Fair Off the Square
40th Anniversary**

Celebration Planning: Brainstorm Session

Get creative!

Contribute your ideas on how to celebrate and promote our milestone anniversaries for both shows.

1:30–3:00 Afternoon Workshop
Selling on Etsy with Judith Durley

This presentation will focus on the practice. Judith will demonstrate everything you need to get started on your own Etsy page: the basics of setting up a store and posting a listing. You are invited to join her in setting up your own store right at the session. All you need is your laptop and some digital pics of one of your pieces ready to use. Whether or not you choose to publish your store or listing, you will leave able to jump into selling on Etsy.

2:00 Short Break

3:00 Adjourn

governing board. WAAC needs your help to keep it running smoothly and to make decisions regarding the art fairs, the membership, new projects, ideas, and more.

Elections will be held for President, Vice-President, Secretary, and one board member. Current board members, Susan Baez, Cynthia Koshalek, Tom Lazar, Margit Moses have been nominated for re-election to the open positions.

The Board of Directors meets at least quarterly, usually in Madison, and serve on committees, as needed. You must be a current WAAC member, and >

Contact us at WAAC

PO Box 3262
Madison, WI 53704
(608) 204-9129

wiartcraft@gmail.com
artcraftwis.org

You are invited to run for election to serve... continued

either be an artist exhibiting in at least one of WAAC's art fairs, or be involved in a visual art-related business. This is a great opportunity to get involved in an important organization for the arts in Wisconsin. Please consider running!

For more information regarding the specific duties of Board Officers and Members, to be considered for one of these positions, or to nominate a candidate please contact Lezlie.

You must be present to vote. You do not need to be present to run for election, although your physical presence would be appreciated and could make the difference in your being elected.

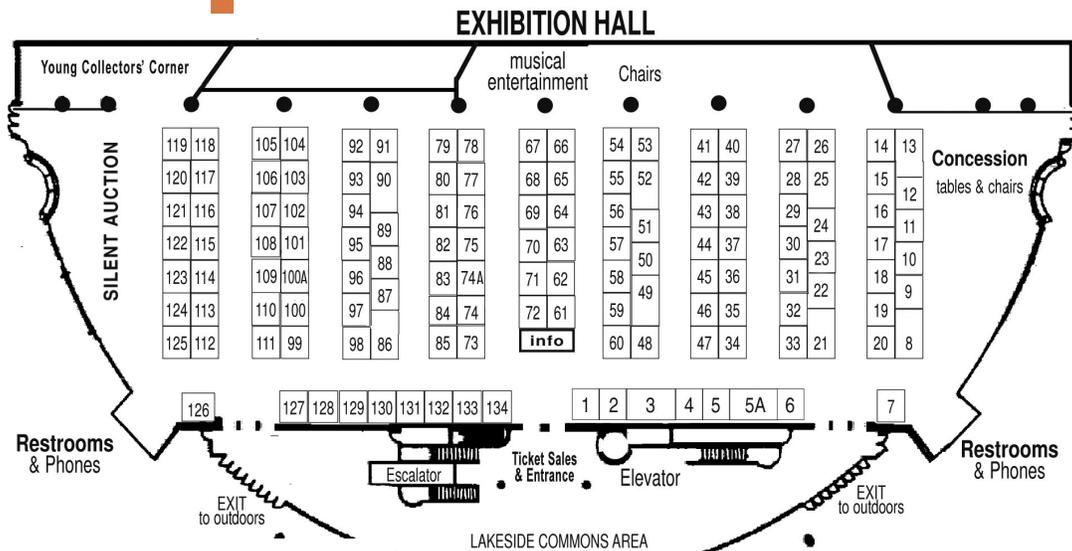
Lezlie Blanton, WAAC Executive Director
 wiaartcraft@gmail.com | 608-204-9129

The Objectives of the Wisconsin Alliance of Artists and Craftspeople, Inc.

- To promote the visual arts by providing opportunities and support for Wisconsin artists and craftspeople.
- To offer full cooperation among our members in an effort to cope with and help resolve problems and to address situations unique to artists and craftspeople.
- To encourage and promote young artists and craftspeople.



**2019 Winter Art Fair Off the Square
 Map and Fees**



**2019 Winter Art Fair Off the Square
 Monona Terrace Community Convention Center™**

Jury Fee: **\$30**

Standard Booth

Payment Plan: Two Payments of \$158 each

Due by April 26th and by September 13th, **\$316**

Early Bird Special: One Payment by April 26th, **\$265**

Corner Booth

Corner booths are 10x10' corners for an **additional \$50**

1, 6, 7, 14, 20, 26, 27, 33, 34, 40, 41, 47, 48, 53, 54, 60, 66, 67, 73, 78, 79, 85, 91, 92, 98, 99, 104, 105, 111, 112, 118, 119, 125, 126, 127, 134

Payment Plan **\$158 + \$50 Corner** first payment) + **\$158** second payment **\$366 Total**

Early Bird **\$265 + \$50 Corner, \$315 Total**

Oversized Booth

Oversized booths are 10x15' for an **additional \$150**
 3, 5A, 25, 49, 52, 90

Payment Plan **\$158 + \$150 Oversized** first payment + **\$158** second payment **\$466 Total**

Early Bird **\$265 + \$150 Oversized, \$415 Total**

Oversized Corner Booth

Oversized Corner Booths are 10x15' corners for an **additional \$200**
 8, 13, 21, 86

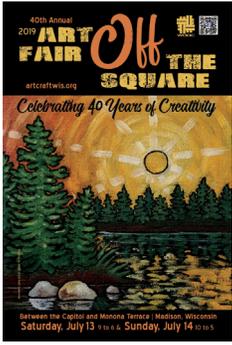
Payment Plan **\$158 + \$200 Oversized Corner** first payment + **\$158** second payment, **\$516 Total**

Early Bird **\$265 + \$200 Oversized Corner, \$465 Total**

Optional Side Curtain \$75 per side

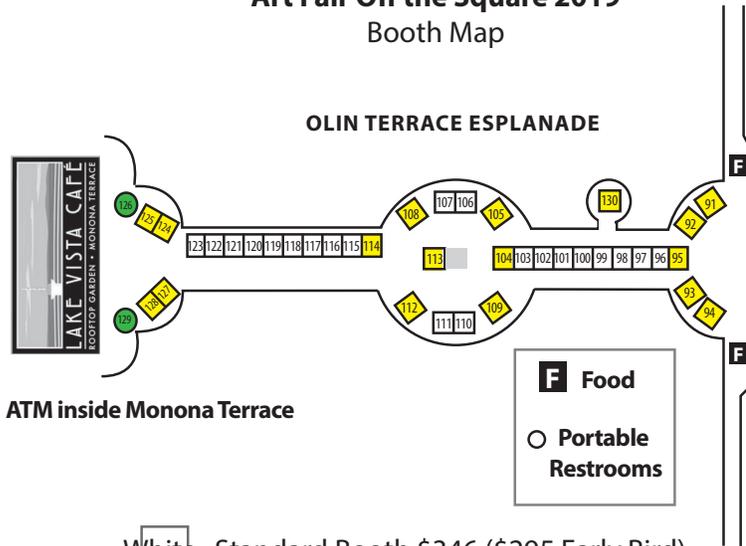
Optional Electric \$62

Patron Admission \$5



2019 Art Fair Off the Square Map and Fees

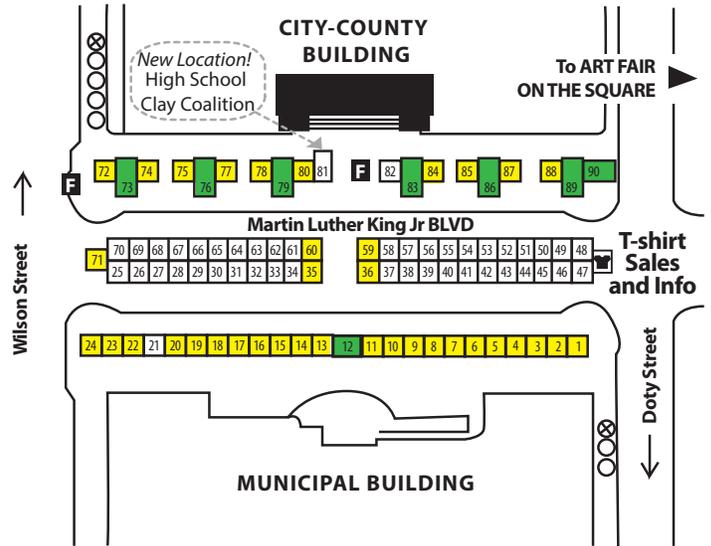
Art Fair Off the Square 2019 Booth Map



White=Standard Booth \$346 (\$295 Early Bird)

Yellow = Premium Booth +\$50

Green= Oversized Premium Booth +\$180



Art Fair Off the Square Fees

Jury Fee: **\$30**

Standard Booth

Payment Plan: Two Payments of **\$173** each, Due by April 5th and by June 7th, **\$346**

Early Bird Special: One Payment by April 12th, **\$295**

Premium Booth

10'x10' space with one of the following: outside display walls (of at least 5'), high visibility location, or the ability to expand out a short distance from 10'x10' footprint (3' maximum) for an **additional \$50**

1-11, 13-20, 22-24, 35, 36, 59, 60, 71, 72, 74, 75, 77, 78, 80, 84, 85, 87, 88, 91-95, 104, 105, 108, 109, 112, 113, 114, 123, 124, 125, 127, 128, 130

Payment Plan: **\$173 + \$50 Premium** first payment + **\$173** second payment, **\$396 Total**

Early Bird: **\$295 + \$50 Premium, \$345 Total**

Double (if it becomes available)

10x20' space for an **additional \$346**

Payment Plan **\$173 + \$346 Double** first payment + **\$173** second payment **\$692 Total**

Early Bird **\$295 + \$346 Double, \$641 Total**

Oversized Premium Booth

Spaces that are larger than standard 10'x10' with a minimum size of 10' x 15' for an **additional \$180**

12, 73, 76, 79, 83, 86, 89, 90, 126, 129

Payment Plan: **\$173 + \$180 Oversized Premium** (first payment) + **\$173** (second payment), **\$526 Total**

Early Bird: **\$295 + \$180 Oversized Premium, \$475 Total**

Food Vendor \$395

2018 Art Fair Off the Square Artist Survey Results

Full responses were sent to exhibitors via ZAPP

We have chosen a few questions to respond to, and we will be implementing a number of changes in response to the many helpful suggestions we received.

What can be done to improve this art fair?

It would be great if we could get on the street a little earlier on Friday afternoon. 7p is a bit late for when you need to get up at 4a or 5a to be there in the morning. Don't know how realistic that is, I know there is the city to deal with, but it sure would be nice. :-)

We would really like set-up to end earlier too, but downtown Madison is busy and we all have to take our turns occupying MLK. Food vendors working the lunch hour are there until 2pm and city workers want to park their cars and bikes until 5pm. The city does not want anyone setting up early and causing a hazard--we even have to ask permission to put the temporary info booth up at 1pm. We stagger our load-in in an organized fashion to make things run safely. We really appreciate everyone abiding by the timeline because we can be penalized or shut down entirely if the city believes we are operating in an unsafe manner.

Cathy Lybarger, Art Fair Coordinator



Keep farmers market close
We can never be 100% sure of downtown construction plans, but as it stands, it looks like Pinckney St. will remain closed until 2021 after the completion of Judge Doyle Square. The closure of Pinckney St. prevents the Farmer's Market from setting up anywhere near our show. We enjoy the synergy of having the

market nearby and will welcome them back at the earliest opportunity.

Cathy Lybarger, Art Fair Coordinator

Find a way to reduce the block-long split between ON and OFF the square so that people realize there is a second fair going on. We lose people to the food and music.

This question comes up in surveys every year. I would like to reiterate that MMOCA has exclusive use of the Capitol Square and the entire 100 block all the way around the square. The property is theirs to do with what they wish and they use it to rent out to food vendors and raise money for MMOCA. This is understandable as MMOCA requires a lot of funds to operate. Doubtless, too, having us any closer would result in complaints from their artists. As an organizer, I can see how they would want to avoid that. WAAC has approached MMOCA about either moving the music stage or controlling the volume many times to no

avail. It's simply not on the table for us to be any closer than we are.

Cathy Lybarger, Art Fair Coordinator

The High School Clay Coalition has become an issue for the exhibiting ceramicists.

We received several comments about the need to change how we include the High School Clay Coalition in the Art Fair Off the Square, and we will be following up with the exhibiting ceramic artists and the High School Clay Coalition leaders to help shape our future relationship with the High School Clay Coalition and WAAC together.

Lezlie Blanton, Executive Director

How did the straight line booth arrangement work for you?

I think the straight line booth arrangement was great - kept the customers "channeled" so they could see the artists down the center as well as booths 1-24

The overwhelming response from artists was positive towards the new layout along the Municipal Building. At this point, we anticipate keeping the same layout in 2019 with only minor changes as long as there are no construction issues. Please keep in mind each artist has unique work as well as unique booth layouts. Feel free to list your requests when accepting and paying your booth fee. Keep in mind certain type booths sell out quicker than others so responding earlier will give you a better opportunity to get the style you want.

Tom Lazar, Board Treasurer

Wisconsin Alliance of Artists
and Craftspeople, Inc.

2019 Dates of Importance

Applications to both the Art Fair Off the Square and the Winter Art Fair Off the Square will be available January 15th, 2019 at www.ZAPApplication.org.

February 2–March 2, 2019
6th Annual UW Hospital Show

March 1, 2019
Application Deadline

March 23, 2019
Annual Membership Meeting

March 26–27, 2019
AFOS Jury Process

April 12, 2019
AFOS Acceptance Deadline
1st payment or earlybird special to be made

April 26, 2019
WAFOS Acceptance Deadline
1st payment or early bird special to be made

May 15, 2019
AFOS Food Vendor Contracts Due

June 7, 2019
AFOS 2nd Payment Deadline
for payment plan

July 12, 2019
Art Fair Off the Square Set Up

July 13–14, 2019
40th Annual Art Fair Off the Square

August 30, 2019
AFOS20 Promotional Images Due

September 13, 2019
WAFOS 2nd Payment Deadline
for payment plan

November 8, 2019
Winter Art Fair Off the Square Set Up

November 9-10, 2019
30th Annual Winter Art Fair Off the Square



Madison's
29th Annual

Winter Art Fair OFF THE SQUARE

postcards and promoting on the website and through email/social media. Every little bit helps.

Tom Lazar, Board Treasurer

year was a suggestion from last year's survey that we implemented this year. We will continue using that system in the future because it was a great idea!

Lezlie Blanton, Executive Director

Load In/ Out was...

Most artist (96%) felt load in/out was as expected or less difficult than expected. We are

glad to hear that. We continue to work on making this process as quick and efficient as possible while remaining safe. We had several positive remarks on the booth all broken down ticket/ photo system as well as the scheduled load in times for artists with trailers and in the center isles. We will continue those systems in the future.

Of special note: Our most congested time (and longest wait) continues to be the first hour of load in (3-4pm). The wait was less during the second hour (4-5pm) and almost no wait (five minutes or less) with a few exceptions after 5pm. We do our best to make your wait as short as possible, but

if you prefer not to wait as long we suggest a later arrival (if that's possible).

Tom Lazar, Board Treasurer

Really appreciated the idea of photographing the dismantled booth for an exit pass. So easy!

The new text for a ready-to-go pass system that we used at both the Art Fair Off the Square and the Winter Art Fair Off the Square this

The cost of electricity seemed high...

Advertise the second day free entry to patrons; more of them might be willing to come back on Sunday if they knew they didn't have to pay again to get in.

WAAC charges the artists exactly what Monona Terrace charges us for electricity. They do raise fees from time to time, but we offer it to you as inexpensively as we possibly can. This year, we did print out free passes for Sunday. They were available at the information booth for anyone who inquired about them. Many patrons used the tickets and we intend to continue offering them.

Cathy Lybarger, Art Fair Coordinator

Bear, Wine & Television at WAFOS...

The majority of artist did not have an opinion on having Beer, Wine and a Television (for football games – mostly) at this year's show. Of those who did have an opinion, most were positive. With a few more negative about television. Since there is no cost to us to serve alcohol we will most likely continue. Having the football games on will be reviewed as to cost benefit.

Tom Lazar, Board Treasurer

Artist Survey Response

Full responses were sent to exhibitors via

ZAPP

The majority of Artist responded very positively about this year's show. And the WAAC board feels this was a very successful year! There are always issues we need to address both during the show and after. We will continue to work to make future years even better for our exhibiting artist.

Our attendance for the 2018 WAFOS was the highest in over a decade. With a continuing focus on how we promote our shows and the help of our members, we hope to have another strong year in 2019!

Our returning artist had positive responses to sales. With two-thirds having better than recent years or best ever. Only 8 returning artist reported sales not as good as in previous years. Hopefully, next year will be your year!

Thanks, to all our artists who helped promote the show by distributing



Hello, WAAC Members,



By Bernie Tennis

I have been a member of the WAAC board for the past decade, and president for the last four years.

That is long enough for our artist-run organization. New people and new ideas are good for our growth, and I will be stepping down this spring.

I will continue to volunteer for both art fairs, something I have done for as long as I have been a member of WAAC. Volunteering for WAAC, in

any capacity, has been a pleasure due to the many fine people in the organization and because I believe in its mission.

Like most non-profits, WAAC has seen its fortunes fluctuate over the years. Our finances must be tracked carefully, due to the heavy expense of mounting two large art fairs downtown in Wisconsin's capital city. As a non-profit WAAC's responsibility is to spend its money in support of member artists, so they can make money at the fairs.

However, WAAC must also remain solvent or be of no use to anyone. So we face an ongoing fiscal balancing act with thin margins. WAAC has struggled financially in the past but is now on solid footing, with procedures in place to keep it that way.

WAAC had visions of a broad mission in its middle years, and we have stepped back from that a bit recently to focus on our core mission, mounting the AFOS and WAFOS.

Those fairs still face challenges, due to on-going construction, city policies, relationships to other organizations, and competition for attention on football weekends. Like many other art fairs, we also need to find a way to attract a new generation of artists. All this can be managed and we have capable people in place now to do it.

Living in Madison, I have always looked at the WAAC art fairs as our hometown fairs, and felt a responsibility to make artists and visitors feel as welcome here as I do when I enter art fairs in any community in Wisconsin or the Midwest.

I would like to end with a plea to all members: WAAC relies heavily on the efforts of volunteers to make its shows happen.

Take time to read through the volunteer list in the fair program this summer. In total those people put in untold hours during the fair and throughout the year; WAAC could not function without their dedication. Please consider joining their ranks.

This art fair life is a great life, and I wish everyone living it good health, good weather, and plenty of customers!

Bernie Tennis