

Saco Bay Artists

April 2024 Newsletter

Our meetings are scheduled monthly from March-December on the second Monday of the month (except for holidays). The meetings are held from 10:30 am -12:30 pm at the Saco Parks & Rec Center at 75 Franklin Street in Saco. Please mark your calendar with the following 2024 meeting dates: May 13, June 10, July 8, August 12, September 9, October 21*, November 18* & December 9. All are welcome so feel free to bring anyone who is interested.*

We also normally host a “drop in” at the Rec Center on the non-meeting Mondays from 10:30 am – 12:30 pm for those who would like to get together to paint, create & chat. Please let Ellen (pastelpainter84@gmail.com) know if you might like to join on those Mondays; she has been trying to email around before hand to see who plans to attend, which helps us in planning.



April 2024 Meeting Notes

- Heather gave the membership report: 42 renewed, 5 new, 1 returning, and 21 haven't responded
- Kathy gave treasurer's report
- Heather met with the Executive Director of the Ocean Park Association who was extremely grateful for SBA's \$1000 contribution to the Ocean Park Disaster Relief fund. This will be in their next newsletter. The impact across the town has been dramatic and at the library, the entire children's section was lost and the floors will need to be redone.
- Kathy reported on the summer shows and spots are continuing to fill (all 3 shows were essentially full last year) and she's extending the deadline for registration to May 28(?) since she will be away. She's also been in touch with Saco and Biddeford Savings for the purchase prizes and people's choice awards of \$300 each. SBA will have its own tent with a new banner at the August show to allow members who don't have enough art inventory for their own tent to display a number of pieces. Kathy will send around the registration for that in late May/early June.
- There was discussion about SBA branding around our shows—perhaps placards, tent cards, brochures and/or flags that would signify which exhibitors are “proud members of SBA” and encourage attendees to “ask me about SBA.” At the very least we will be working on a brochure or cards that each member could have at their booth and perhaps incorporate further ideas in the future.
- A larger discussion was had about refreshing our branding and design more generally, namely the SBA logo and the website.
 - Christine referenced the need for the logo to be much more user friendly for our needs and easier to reproduce across a variety of formats, printed and online. The website also would benefit from a redesign with more design sensibilities given we are artists and to build in some features like a gallery of member art, etc.

- The suggestion was made that we host a contest for members to submit new logo designs by May 3 for voting at the May 13 meeting. A \$100 gift certificate for art & craft supplies would be awarded to the member with the winning entry.
- Kailleigh & Christine were appointed as a design committee to help orchestrate the above projects.
- A detailed email was sent to members on April 9 with all the details on the contest and some examples of the design parameters. The text component of that email is also provided below.
- Kailleigh talked about the Saco Main Street event (more in the events section below), which is being juried this year with an attempt to refocus the event on fine arts. She suggested that SBA might consider a small sponsorship and a \$60 Friend level sponsorship was proposed and passed.
- Kathy mentioned other ways SBA has obtained visibility for the group and its shows, including ads/calendar listings through the OOB Chamber of Commerce, the Ocean Park Association booklet and the True Maine booklet in hotels/motels.
- **Carry over from March meeting:** Sylvia is stepping down from coordinating portrait sketching at the Libby Library in OOB, which is offered once a month for 3 hours from June to October. The sessions are free and open to the public and the library pays for a model to sit. Sylvia has talked to someone about potentially taking over for her as coordinator but if you are interested, please contact her at sgorch6648@gmail.com.

April Meeting Roundtable Discussions

Ken Kantro had to postpone his planned demo because of COVID, so in its place Heather organized a fun and interactive discussion framework for members to get to know each other and share about themselves—what drew them to art (and SBA), their medium(s) and what they'd like to learn/explore in the art realm!



SBA Logo Design Contest – DEADLINE MAY 3

We are looking to redesign the SBA logo (the black & beige banner across the top of our website here: <https://www.sacobayartists.org/>). The old logo pays homage to our heritage along the coast of Saco Bay but has a number of limiting factors, primarily that it does not reproduce well for printing or in online venues like Facebook.

We would like to enlist the help of our members to CREATE a fresh take on our logo, so we are hosting a design “contest.” With an eye for design (we are artists after all!), our new logo should highlight who we are and also meet some specific criteria to ensure that it is user-friendly for us across formats:

- 1) Our new logo will combine the Saco Bay Artists name with some graphic element
- 2) It will suggest our Saco Bay/seaside locale in some way, but doesn't need to be representational (could be abstract, interpretive, or just some hint!)
- 3) It can be organized to be stacked vertically or side-by-side horizontally
- 4) It will look attractive whether it's represented in color or black & white/greyscale; it could include full

saturation of a color and/or a shaded version/screen

5) It is optimized for a white background but can also be reversed as needed (white lettering on a dark background)

6) It is easily readable with clean, clear lines so that it will reproduce well even when small (the fencing in our current logo makes this almost impossible)

7) All or part of it could be used as a small icon for social media

Your design can be done digitally if you have a way to design in a software program but you can also create it on or in the medium of your choice (draw, paint, whatever) and submit an image— either taking a photo or scanning it. If you don't have a way to create and send an electronic image, please let Kailleigh know and we can find a way to take a digital photo of it. Kailleigh & Christine have been deemed the design committee and will create a short list of the strongest entries meeting the above criteria; those finalists will be voted on at our next meeting on May 13. The artist who submits the "winning" logo will receive a \$100 gift certificate for art & craft supplies. If the winning entry is not already in a digital format, we can have the graphic design done afterward. Heather also mentioned that Vistaprint has a free Logomaker tool

(<https://www.vistaprint.com/logomaker>) and while you can play around with keywords to get different options, you can't upload your own designs or pictures.

TO SUBMIT YOUR ENTRY(s... you can do more than one!), please email your logo image(s) to Kailleigh (artbykarchibald@weeonehandiwork.com) BY MIDNIGHT ON FRIDAY MAY 3.

Announcements, Events & Happenings

- **Art Guild of the Kennebunks Call for Artists: Deadline April 15**
Application available at www.artguildofthekennebunks.com/become_a_member
- **Apply for any or all SBA Summer Shows:** Independence Day Show-July 4, Illumination Night Show-August 3, Labor Day Show-August 31. <https://www.sacobayartists.org/pdf/SBAShowApplication2024.pdf>
- **Saco Main Street 53rd Annual Arts Festival:** June 22 Registration deadline April 30 [\$120], Late registration June 1 [\$175] Jurying begins in March until all spaces are full.
<https://sacomainstreet.wixsite.com/arts/artist-info>
- **Art in the Park, Ocean Park Plein Air:** Juried artists create around OP and sell work on Wed, 5PM in the Temple. July 21-24. *All Artists are always welcome to create in and around OP anytime.
- **Open Air Artistry:** This new plein air event will be hosted in OOB and Ocean Park on Saturday August 24 from 9-4 (rain date Aug 25), and will include cash awards for both professional and amateur painters as well as a wet paint sale. Visit <http://oob365.com/> for more information and the entry form. Deadline for applications is August 9.

Upcoming at the May 13 Meeting

Our program at our May 13 meeting will feature artist, Martha LaMarche, who works in oils, assemblage, and collage/multimedia. The timeless visual communication of the arts fascinates Martha: "I lose myself in the brushstrokes, color, composition and the awakening of the elusive flow." Her primary creative springboard is nature, but current events and the inner turmoils they spark also invite creative exploration.



In Martha's work, larger surfaces often promote movement and spontaneity and pair well with oil colors and other mediums. Her passion for subjects reveals itself in her organic movements with a variety of instruments. The resulting mark-making techniques create statements open to interpretation and introspection by viewers. She works with fastidious care, building layer by layer, to create a sophisticated, evolving surface patina, sometimes as smooth as silk, yet with depth; other times rough and thick with paint. In these many layered compositions, one layer informs the next... the way that each year of our lives informs the next.

When creating a series of works about a particular subject, Martha prefers to avoid working in a linear fashion. Instead, she finds that moving freely from one subject to the next creates greater opportunities for creative expression. With that pursuit, she can explore different subjects, and at times different styles that organically evolve to produce a number of complex interrelated themes. She calls it "the coalescence." For more on Martha and her work, visit <https://www.marthalamarche.com/>.

Saco Bay Artists/Gertrude Eastman Scholarship

Did you know that we, Saco Bay Artists, offer a scholarship to students who have been accepted into a college or program where they are studying in the arts? If you know a student who is graduating high school and heading into an arts related field of study or recently graduated and is already studying in an arts program that leads to a degree or certificate in any art related field AND they are from a Saco Bay area school (Saco, Biddeford, Old Orchard Beach, Scarborough) please let them know about our scholarship. This year we have updated the scholarship application process and made it easier, so that students can self-submit their applications to our new scholarship email address: sacobayartists@gmail.com. More information and the application can be found on our website at <https://www.sacobayartists.org/award.html>.

2024 SBA Art Shows

Welcome to another show season with SBA. Although Ocean Park suffered severe damages during the recent storms, we are hopeful that everything will be repaired and shows/activities will go on as usual in Ocean Park.

For 2024, show messages will be from Kathy Angel Lee (kathyangellee@gmail.com) and Mary Brunner (marybrunner82@gmail.com) who is learning the Show Coordinator job & will be included in all communications. The show guidelines and application for this year's three shows (July 4, Aug 3 and Aug 31) can be found on the SBA website: <https://www.sacobayartists.org/pdf/SBAShowApplication2024.pdf>. Please read them carefully before signing - there have been some additions to the agreement. Note that the entry deadline is May 15 for application & fees. If there is space available after May 15, we will consider additional applicants.

Membership 2024

Dues for 2024 are \$45.00 payable to Saco Bay Artists. If you have not renewed your 2024 Membership, please send it in or bring it to the next meeting on May 13 and include your membership/renewal application: <https://www.sacobayartists.org/pdf/SBAMembershipApp.pdf>. Heather Fountain will continue to serve as

membership chair through the end of April. In May we will welcome Vicki Lowe as the new Membership Chair. During this transition membership information is as follows:

Jan- May: Bring membership to a meeting or send to Saco Bay Artists C/O Heather Fountain, 2 Pavia Ave, Old Orchard Beach, ME 04064

June-September: Bring membership to a meeting or send to Saco Bay Artists C/O Vicki Lowe, P. O. Box 7100, Ocean Park, ME 04063

Oct 2024- April 2025: Saco Bay Artists C/O Vicki Lowe, 47 Spruce Street, Foxboro, MA 02035

Upcoming Guest Presenters

We have an exciting line up of artists for our meetings in 2024:

- **May 13** - Martha LaMarche
- **June 10** - Melanie Barash Levitt, NH plein air painter
- **July 8** - NOTE: meeting location 2 Pavia Ave, Old Orchard Beach
Ellen Pelletier will give us an intro of what to think about with Plein Air Painting and will send us off to work plein air outside or viewing the outside while comfortably sitting inside.
- **August 12** - Vicki Lowe, Sktchy app & charcoal portrait drawing 101
- **September 9** - Ken Kantro, Lovell Design, sculptural metal work

We are still looking for artists or suggestions for October, November, and December and our presenters typically receive a \$100 honoraria. If you have met any interesting artists or have artwork, a tool, a technique, or a topic you would like to teach us about, please let Heather Fountain know. She can be contacted at: fountainglass10@gmail.com or text or call 207-713-4029.

Saco Bay Artists Website

For new or current members who have an online presence for their art—either a dedicated website, Instagram feed or Facebook page—you have the option to have the SBA website link to that page (see the Artists tab at the top here: <https://www.sacobayartists.org/>). If you'd like to have your page added, please let Christine (art@christinelabaree.com) know and she will put you in touch with Stephen who maintains our website.

SBA Chairs/Committees

Chair - Heather Fountain

Treasurer - Cathy Turpin

Meeting Scribe/Newsletter - Christine Labaree

Membership Coordinator - Vicki Lowe
(new as of May 2024)

Events Coordinator - Sylvia Orchard

Webmaster - Stephen Beckett

Facebook Coordinator - Kailleigh Archibald

Summer Shows Coordinator - Mary Brunner/
Kathy Angel Lee (2024 only)