



ART ALLIANCE of the Riverside Art Museum



President: Debra Johnson

October 2021

October was off to a quick start as Art Alliance held our first in-person Gala in over a year and a half. It was great to see over 100 people throughout the evening sharing their love of art, rekindling friendships, and making new

friendships. Then this past Saturday, we had the privilege of honoring the top student artists from both Alvord and Riverside school districts. It was so exciting to host these events to benefit our local artists, students, and our beloved Riverside Art Museum. Thanks go to all of you for supporting this fundraiser through sponsorships, gala tickets, as well as your time and talents. I especially want to extend my most sincere thanks to Kathy Bocian for her leadership, along with her many committee members who worked so tirelessly to put on this wonderful event. I thank all of the artists, adult and youth, who participated and created such wonderful pieces of art. I look forward to seeing all of you at our next Art Alliance meeting on October 21st at 6 pm.

Debra Johnson, *President*

PROGRAMS

What role does art play in raising breast cancer awareness?

Come Thursday, Oct. 21st, and hear the answer.

Nicole Stovicek, Director of Development at Riverside Community Health Foundation, shares how The Pink Ribbon Place has tapped into the power of art to raise breast cancer awareness, connect individuals impacted by the disease and celebrate survivorship in the city of Riverside and surrounding areas.

FALL FUNDRAISER

Get Your Kicks at 6X6

Thanks are due to so many people who gave generously of their time and effort. I will be asking each of you to help me evaluate how we executed 6X6 so that we can learn from our experiences. We had several teams who made this possible over the past 9 months:

Sponsorship

Education Outreach

Volunteer Recruitment

Logistics

Gala Planning

RAM staff

Artist Liaisons

Publicity

Highlights:

- A fantastic website, online payments and professional photos of artist work to extend the sales by 10 days, and online sales of Gala tickets
- Participation of over 150 artists, many of whom were new to RAM and half of our total number of pieces sold.
- Reliance on social media publicity other than the postcards and the donated banner outside of RAM building
- Inclusion of Alvord and RUSD high school students in 6X6 art contest and delighted students and teachers, including an entire class from Alvord's continuation school.
- First post-COVID in-person Art Alliance bash with over 200 sponsors and ticket holders celebrating with libations (donated by Mike Dahdul of La Bodega), live music and delicious Route 66 themed appetizers as they bought art. The ambience thanks to the decorations was phenomenal.
- Incredible support from RAM staff for every aspect of the project. All staff were present the night of the Gala!!
- Fully staffed volunteer positions and involvement of TicTockers: art intake, art sales and the whole event went so smoothly!
- Community cooperation with new COVID protocols

Many thanks to you all!

Kathy Bocian, *Chair*

Initial Report for 'Get Your Kicks at 6X6'

<p>Income (preliminary as of October 5) Sponsorships: \$32,250 Ticket Sales: \$2,700 (108, which includes 5 refunds due to COVID) Art Sales to Date: \$24,200 (242 pieces) Total income: \$59,150</p>	<p>Expenses Artist 50% commission: \$12,100 Catering: \$2000 Music: \$300 Publicity (postcard printing, postage, FB ads, signage, etc): Est. \$800 Security Guards and Bartender: est. \$400 Miscellaneous: \$500 Total Expenses: \$16,100</p>
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BLUE DOOR MUSEUM STORE

GARY RAINSBARGER - *BDMS Featured Artist*

The Featured Artist in the Blue Door Store for the months of September and October is Gary Rainsbarger. Gary's art may be familiar to many of you as he has donated art to Art Alliance

fundraisers over the years. In addition, Gary's "Assault on Liberty" installation in the atrium in 2016 featuring suspended life size figures 'cast' in clear shipping tape was very memorable.

Gary Rainsbarger has been an artist all his life. He was born in Kansas and moved with his family to Riverside in 1961. He loved his art classes from elementary through college. He used his artistic talents as a graphic designer at the Press Enterprise for 30 years. When that ended he continued to devote his time and energy to art and learning about different media and techniques.

We encourage you to stop by the Blue Door Store to enjoy the breadth of his artistic talent.



Blue Door Museum Store Holiday Sale

We are happy to report that the Holiday Sale is returning this year with an opening date of Wednesday, November 10. The store will feature original works, fun holiday décor, unique gifts, and children's items for the special people on your list. If you are, or your friends are artists or artisans, we want your works to display and sell at the store. Please share this flier!

[Holiday Sale Flyer](#)

Kathy Arthur, *BDMS Chair*

MEMBERSHIP

Adam McIntyre

We're pleased to welcome a new member to the Art Alliance, Adam McIntyre! Adam was born and raised in Riverside and has been involved in the arts here throughout his entire life. He loves to make all sorts of things, but shares that most of his art involves large scale installations and projection mapping. He also enjoys woodcarving, sculpting, and photography. Adam can also be found playing music with his two daughters, Aggie and Gwyn, and with his brothers, who play in an Irish band together, on a regular basis! He shared that his wife is his favorite person on the planet and that he's most looking forward to being a part of the Art Alliance with her, and their daughter, Aggie. They're "stoked!" Welcome, Adam!

Jess McIntyre

It is our pleasure to welcome Jess McIntyre as one of our newest members of the Art Alliance! Jess is a talented artist, educator, mother, and wife who has lived in Southern California all her life. She came to Riverside to attend CBU in the mid-90s and she truly loves the people and culture of our city. Jess shares that she has always loved to make beautiful things, from creating a home that is inviting, to creating a worship experience at her church, or to actual tangible art pieces. She loves to make abstract and symbolic works with lots of color, and her favorite form of art has been printmaking. Jess first got involved at RAM through the monothon years ago and has since volunteered as an educational museum guide for children's field trips and as an Art-to-Go teacher. She loves to explore art with children! Jess is excited to get involved with the Art Alliance and help with events like Off the Wall and the Art Market in the future. Welcome, Jess!

Robin Luther, *Membership Co-Chair*

HOLIDAY BRUNCH

This year's holiday brunch, ***It's A Wonderful Life***, will be held Saturday, December 4, from 11:30 am to 2 pm at Avila's 1929 Ensueño Room, [3252 Mission Inn Ave., Riverside](#).

Champagne and appetizers will be served from 11:30 to noon, and lunch will be served at 12 pm. There will be an opportunity drawing featuring many unique and wonderful items; tickets will be \$5.00 for one ticket and 5 tickets for \$20. Entertainment will be provided by the Ukes of Hazzard.

Invitations will be available at our October Art Alliance Meeting and will be mailed the following day to those not attending. The cost to attend is \$45 and you may put together tables of 6 if you wish.

Brunch co-chairs are Kathy Allavie, Lucile Arntzen, and Phyllis Crabtree. Committee members include Elena Ambritz, Judy Berg, Penny Boydston, Annette Flores, Jackie Hopper, and Ruth Ann Ryan.

Phyllis Crabtree, *Co-Chair*

SPRING FUNDRAISER

Hold the date!

What: Art Market

When: Saturday, April 9th, 2021
10 AM - 4 PM

Where: White Park, Riverside

Please join us in this fun and festive FUNdraiser! There will be 100 art vendor booths, a children's art pavilion, silent auction, entertainment, along with food and drink.

Thank you to all of our artists and sponsors that have kept their commitment to this long awaited event!

Ruth Anne Ryan & Kathy Christmas, *Co-Chairs*

Directory Correction

On page 2 of the Art Alliance Directory, there is a mistake on the Art Alliance Calendar in the month of April. The Past Presidents' Tea is on *Wednesday*, April 20, not Thursday, April 20.

[September Financials](#)

[September General Meeting Minutes](#)

CALENDAR

October

Thursday, Oct 21 6-7:30pm General Mtg - RAM

November

Tuesday, Nov 2 5:15-6:30pm Board Mtg – Debra’s House

Wednesday, Nov 10 10am-4pm Blue Door Holiday Sale Opening Day



The Holidays are Coming
and
we would like your artistry, your
ornaments and gift items
in the
Riverside Art Museum
Blue Door Museum Store.

Let your creativity shine, and let the BDMS be the venue where you sell your holiday themed and artistic gift items this holiday season. We have found that items priced around \$20 sell best.

Artists receive 60% of the purchase price, while 40% goes to RAM.

The art intake days will be Friday and Saturday, November 5 and 6, from 10 A.M. to 2 P.M. Unsold merchandise may be picked up starting on January 5th.

Please contact plmfunder@gmail.com for more information.



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