Do you have a passion for Fine Art and Craft?

Consider becoming a Northwest Art Alliance Board Member!

Lend your skills and enthusiasm

Help us move the organization forward in new directions.

Work with creative people and support Art, Artist,

Art Shows and Art in our Communities.

Virtual meetings from your computer

For an application Contact Laura Colman LT '06

email Laura@colman2.com or call (206) 931-8384

Make a difference!

Northwest Art Alliance is a 501C non-profit

To find out more go to our webpage nwartalliance.org

NORTHWEST ART ALLIANCE

Northwest Art Alliance is dedicated to connecting the power of art, fine crafts and community.

Northwest Art Alliance is in search of a new member of the Board of Directors who will bring energy, ideas, and skills to a group that is focused on the future. We are a 501(c)3 non-profit organization with a volunteer Board of Directors and one paid employee, to manage events. The pandemic of 2020 has had a major impact on the organization, but with careful financial planning, and creative new directions has shifted the focus but not put a stop to progress.

You may want to know the answer to several key questions:

- Where are we now and where are we going?
- What are the priorities?
- How might a new Board member contribute?

In July 2020, we rolled out a new website that may provide more information about the organization, its events, and history. Please check it out at https://nwartalliance.org/. It was a busy month as we also operated our first virtual show to try to sort out the process and prepare for a larger virtual show in November.

Looking back to the past year, in 2019 NWAA restructured the organization which included eliminating the Executive Director position and focusing on new actions that include strong statements about improved diversity. We saw a clear need to improve diversity in ethnicity, sexual orientation, and age... and began to take intentional steps toward achieving that complex goal. We are trying to focus on the future.

A few of our specific intentional actions related to diversity:

1. 2019 - **Focus on Patrons**: Revised advertising focus aimed a different demographic with print media, billboards and social media.
2. 2020 - **Focus on the Board of Directors**: Increasing the board size with one of the two new members being African American; and discussions continue with other potential members.
3. 2020 - **Focus on Artists:** Once the spring show was canceled, we began to work to shift the public focus toward the need to support artists.
    a. We were able to creatively use social media and electronic publications to show the art and encourage purchases during the virtual show.
    b. The intention is to roll out a large virtual show in the fall. This is especially important with the cancellation of the Best of the Northwest Fall show.
4. 2020 - **Focus on Artists**: Development of video sharing and applications for grants. If funding is obtained, we would focus a series of videos on artists and their work from a specific ethnic group (Asian American), geographic region (West Africa), or subject

matter (such as Ravens that have a significance in many cultures). We have received three grants this year and are pursuing several others.

5. 2020 - **Celebrate Diversity**: When a physical show can be held, a premier front entry area space has been designated for a display of art by African American artists in Seattle that are part of the Onyx Gallery. On the new website these artists are featured on a webpage under "Cultural Connections" tab.
6. 2020 - **Younger Artist Showcase:** The new webpage currently features National Scholastic award winning youth artists from the region. We hope to build more youth diversity partnerships in the year ahead.
7. 2021 - **Celebrate Diversity:** We have written a National Endowment for the Arts (NEA) grant request for 2021 that shifts the focus to Native American art and artists of the Pacific Northwest. The focus group might shift depending on when a first live show can be held.

All these actions (and more) come from our planning which was thoughtful and intentional. We also plan to review and revise the "Mission, Vision, and Goals" documents https://nwartalliance.org/our-mission.

Part of our current vision statement:
"Celebrate diversity through member artists and marketplaces by a specific focus on the arts of our diverse cultures, as well as attention to our underserved communities."
As a goal for events:
"Diverse in audience, as well as participating artists."
Community:
"Our connections with community; initiate relationships with more diverse communities of artists and patrons."
"Explore opportunities to bring awareness of the arts to underserved communities. This may include workshops, scholarships, videos or other action as part of "Community Connections" initiative."
Immediate Actions:
"Expand show reach – first in South Seattle, and possibly with themed shows or parts of shows that introduce ethnically diverse arts, and artisans including development of new show tentatively planning for February 2021."
"Recruit a board of directors that believe in the mission and will further the progress of Northwest Art Alliance."

This is an active board that works well as a team. Together, the group continues to move forward with energy and commitment. Board members live in various parts of Washington State but stay connected with the help of technology. The group meets regularly with Zoom, utilizes Email, and phone. Each person brings expertise to the group and contributes time on various projects.

The Board is like a puzzle in need of one or two more pieces… We are looking for expertise to compliment the talents that now exist. We want a person with a positive attitude and a
NORTHWEST ART ALLIANCE

readiness to be part of a solution. Some examples for potential members of the Board of Directors:

- As noted above we do want to increase diversity within the group.
- We have identified knowledge of marketing as a special skill.
- Keeping the organization efficient and current through utilization of technology.
- Financial analysis as part of advance planning for projects, efforts or events.
- Building community partnerships.
- Obtaining sponsors… both in-kind and monetary.
- Video production planning and coordination to document art and artists.

Thank you in advance for considering the contribution of your time, your ideas, and your energy in support of art and artists in the Pacific Northwest.

Sincerely,

Northwest Art Alliance Board of Directors

NORTHWEST ART ALLIANCE Mailing Address: PO Box 665 Clinton, WA 98236

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Ver. August 2020