

**January 14, 2024  
Sonora Library  
Minutes**



Bill Heiser called the meeting to order at 1:05pm. He thanked members for attending the first meeting of the year, and he welcomed the new faces.

**Review of Mission, Vision, and Values:** Bill briefly reviewed our new mission, vision, and values statements:

*Vision:* Our vision is to be a valued center for learning and growing in the art of photography in the Sierra foothills.

*Mission:* The Club's purpose is to provide a fun, engaging, and interactive forum for photographers of all levels to improve their photography. We provide an education-focused environment where each member is encouraged to participate, ask questions and share their expertise. Regular constructive feedback will enable members to improve their techniques. There will be opportunities for club members to participate in competitions from time to time, and to participate in public exhibitions.

*Vision:* The club welcomes photographers from beginner to pro, regardless of camera type or brand, and endeavors to provide an enriching environment with opportunities for learning and sharing. Active participation is encouraged as member involvement is what makes the club.

**Members present:** Cheryl Calderaro, Connie Cassinetta, Nancy Conti, Bill Heiser, Marie Hetherington, Kay Hoover, Pat Jennings, Melinda Martin, Catherine Stanton, Barbara Stewart, Kathy Syverson, and Jan Alcalde.

A warm welcome to new members Brooke Battle, George Dondero, Les Keeler, Gary Merrill, and Maureen Nolan as well as visitor Evelyn Beauchamp.

**PHOTO DISPLAY: Theme: Weather**

Many members shared weather-themed images. There was much discussion and feedback about the images.

**SLIDESHOWS:**

**Jan Alcalde – Of Mud, Sticks, & Stones: New Mexico's Sacred Space**

Jan broke from slideshow tradition and shared a lengthy presentation that included images and history of some of the historic churches in the Land of Enchantment.

**PHOTO THEME FOR MARCH: B&W – Marie Hetherington**

Marie shared a concise and informative presentation on key elements in black and white photography to guide members for next month's theme. B&W was the standard film until the 1930s when color film became widely available and popular. However, B&W has never lost its appeal nor its capacity to evoke strong emotion, atmosphere, mood, and mystery in ways that color film cannot. Successful B&W images rely on strong composition and tonal contrast. Elements to consider in leading the eye through the image are lines, depth of field, contrast, juxtaposition of textures, angular lines, and patterns. Conversion of color to B&W can be done in-camera or by software in post-processing. In post-processing, the tonal range can be further manipulated by adjusting color channels. Snapseed is useful for producing and manipulating B&W cellphone images.

## **MLAA SHOW INFORMATION AND TIMELINE – Mel Martin**

Mel summarized information from the Mother Lode Art Association regarding the 69<sup>th</sup> Annual Juried Show, which will be held April 9<sup>th</sup> through April 20<sup>th</sup> at the Sonora Opera Hall. The judge for the photography part of the show will be Jeff Luhn. There will be ribbons for 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and Honorable Mention, but there will be no cash awards. MLAA takes a 25% commission on all sales, and proceeds go to supporting arts in schools. Her handout detailed a size limitation of 26" on the longest side, and no print can be smaller than 8"x8". All entries must be properly wired (no sawtooth). Work can be for sale or NFS. Entry forms must be mailed to Mel ([pasomel@yahoo.com](mailto:pasomel@yahoo.com)) no later than Friday, March 15. Panel space is limited for our group, so if more pieces are entered than can fit, the judge will jury the pieces admitted.

The MLAA website (<http://www.motherlodeartassociation.org/69th-juried-fine-art-show-2024.html>) has an auto-populating entry form this year, but it is not Safari-friendly. There is much, much work that goes into putting this event together, and the SPC members' participation is needed and expected to support many duties. There is a Silent Auction, and members can donate work. Also, large gift baskets are raffled, and the club should put one together. Connie suggested that those members who make cards can donate cards for it. Other card-related items can also be included.

## **Treasurer's Report – Marie Hetherington**

Marie had prepared a report. The club's beginning balance is \$594.67. This will increase as dues come in. Expenses will include website and domain fees as well as our Emailedodo account, the amount of which will go up for 2024, but yet remains in question. There will also be expenses for the MLAA show which should be offset by the income from entry fees.

## **Leadership Team Report – Bill Heiser**

This report was omitted in the interest of time but will be included in the deck sent with the meeting notes.

## **2024 Photo Themes and Field Trips – Bill Heiser**

Several subjects had come up as possible subjects for presentations, including drone photography and layers/masking. Bill asked members for other possible topics. AI in photography and compositing/blending modes were suggested. Bill showed a planning chart for possible field trips throughout the year. For February 11 (our off-month meeting day), there was much interest in a field excursion to the Merced National Wildlife Refuge. Sunrise and sunset are optimal times for viewing/photographing sandhill cranes. Sunset was preferred. Connie is very familiar with the Refuge, and she volunteered to lead the trip. Connie recommends two people per car, so both can have a "window seat" along the auto tour route. Times and carpooling will be worked out later.

## **NEW BUSINESS:**

### **Aloft Hanging Opportunity – Bill Heiser**

As members of MLAA, club members are eligible to hang work in the Aloft Gallery in the MLAA section. It is a 5'x5' area behind the sales desk, and we have access to it for the months of February, March, and April. Depending on interest and size of work, work might be displayed for the entire three months, or work can be changed out monthly if there is enough interest and pieces. Mel, Kathy S., Cheryl, and Marie expressed interest. Wired and ready-to-hang work

must be delivered to the gallery on April 28, along with the photographer's pricing and contact information. Gallery organizers will hang your work.

#### **Club Social Media Presence – Bill Heiser**

Bill has been raising community awareness of our club's presence by posting on various Facebook channels, with others to follow over time.

#### **Sierra Post Opportunity/Online Sharing of Monthly Theme Photos – Bill Heiser**

Bill has been in contact with Angelina Curtin who manages the Sierra Post website and the Chit Chat Sonora CA Facebook group. She likes to keep the content local and fresh, and the club's Theme of the Month photos can be posted there. Bill asked members if they would be okay with their photos being posted regularly on the site. The consensus was that it made sense to take advantage of this opportunity. Bill will have the images and can upload them to the site.

#### **Between-Meeting Decision-Making – Bill Heiser**

With our bi-monthly meeting schedule, it is a long time between meetings to get group approval. Some situations arise that require prompt response and payment, such as our email dodo payment. Bill asked the group to grant the leadership team permission to spend up to \$50 without group approval. Mel moved to allow expenditures up to \$50 without approval between meetings. Connie seconded. Motion passed.

#### **InFocus Timeline – Barbara Stewart**

Barbara shared the timeline and new location in the Jamestown Community Hall for this year's InFocus event. Though the venue is smaller, the committee hopes to hang as many pieces as they have in past years. The dates overlap with the MLAA show, as they both take place during Tuolumne County Art Week, April 13-21. She encouraged members to enter through the Smarter Entry platform by February 19. The show opens April 7 and runs Wednesdays through Sundays until April 21.

#### **Pros/What to Do Different Feedback – Bill Heiser**

Bill asked the group to give feedback about the meeting:

##### Pros:

- Got more people to attend
- Good discussion around TOM photos; however, need to move the process along, time-box
- Good to see this many photographers in one room
- Good seating arrangement
- Got more broad age range of members
- Good presentations

##### Do Different:

- How to time box TOM sharing, limit photos to 3? What is the purpose of TOM...to share? To critique?

The meeting was adjourned at 4:05pm

**FIELD Trip on Sunday February 11, 2024 to Merced Wildlife Area**  
**NEXT MEETING is on Sunday, March 10, 2024**

- **March TOM:** Black & White