

NORTHWEST ART ALLIANCE

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

Who is the Board of Directors for Northwest Art Alliance? We have a team who bring energy, creativity, unique ideas, and varied skills to a group that is focused on the future. The Board of Directors is comprised of individuals who believe in the mission and are ready to further the progress of Northwest Art Alliance.

We are a 501(c)3 non-profit organization with a volunteer Board of Directors, one paid employee, and a few contract employees to manage events. Northwest Art Alliance has been promoting art and fine crafts by organizing art festivals for many years. The pandemic had a major impact on the organization, but with careful financial planning, and creative new directions, has made us stronger.

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 does each Board member contribute?

Our website provides information about the organization, its events, and history. Please check it out at <https://nwartalliance.org/>.

NWAA restructured the organization in 2019 which included eliminating the Executive Director position and focusing on new actions. As the organization changed, we saw a clear need to improve diversity in ethnicity, sexual orientation, gender, and age... and began to take intentional steps toward achieving that complex goal. We are focusing on the future.

A few of our specific intentional actions are:

1. **Best of the Northwest** is more than a name, it is a belief in the quality of our shows with excellence in art and changing content. The fall "Gala" is being built to feature the newest art in an evening community celebration. It needs more creative energy to make it thrive.
2. Build a new winter **Art by Design** show in partnership with Seattle Design Center. Offered at a low period of the year for art, we hope to build on initial success. **The Artist Attic Sale** in September fills in one event for every season.
3. In 2021 we began **Introducing Small Communities**: Celebrating the art and artists in small communities across the region. Generally, there is a template with a four-month focus on artists, galleries and public art in a community. Each community is different and the final products unique.

4. **Focus on the Board of Directors:** Building on the changes from our reorganization, we actively seek to add new board members with age, ethnic diversity and varied skill sets.
5. Grant funding has allowed us to **Feature Artists!** We continue to pursue grants to develop build a video library as a YouTube channel with a series of videos on artists and their work. In an unduplicated three-year pre-covid period we represented nearly 1000 individual artists.
6. **Focus on Artists:** Once the live shows were 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 which has now evolved into **ArtLine Market** in 2023.
 - b. The **video library** is being expanded to include topics that may help new artists to gain essential business skills, technical information to assist with juried show applications, and much more. This is just the tip of the iceberg. We hope to partner with others to add their videos to our library or the reverse.
 - c. The **Emerging Artist** project pairs a new artist with a mentor to help them with show preparations from display to pricing and other topics to help further their knowledge of exhibiting as a professional artist.
7. **Celebrate Diversity:** We were pleased to focus on African American artists in Seattle beginning in 2020 with assistance from Onyx Gallery. Many of these artists have now been part of live shows. We have slowly been moving toward a focus on Northwest Indigenous artists, and hope this will take off soon.
8. **Younger Artist Showcase:** The webpage features award winning youth artists from the region but needs renewed energy and new direction.
9. **Connecting with new audiences.** We have wanted to do more with education and hope that is an action for the future bringing skills or an appreciation of the value of art in our lives. We would love to find ways to partner with groups that are committed to art education for youth or senior adults or anyone! It is exciting to consider how to explore opportunities to bring awareness of the arts to underserved communities which may include workshops, scholarships, videos, or other actions.
10. **Focus on Patrons** with revised advertising focus aimed at a different demographic with print media, radio spots, billboards, and social media. Can a new membership option, reduced admission fees and free passes to targeted groups bring about changes?
11. **Community Partnerships,** with one example of working with Preston Kuppe Guild and Children's Hospital for many years. By inviting the Guild into the Best of the Northwest shows, they have collected artwork donations for their annual auction. In return, the Guild helps support our artists through event promotion on their mailing list and maintaining the artist lounge with snacks through the event. This has raised over \$1 million dollars for Children's Hospital.

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

Immediate Actions:

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. About twice a year the group meets in person.

The Board is like a puzzle that is always in search of a few more pieces. We seek to add expertise to complement the talents that now exist. We welcome each individual as they bring a positive attitude and a readiness to be part of a solution. Some examples of skills recently identified as being needed for a successful NWAA Board of Directors:

- Cultural, gender, age, and/or ethnic diversity.
- Knowledge of marketing as a special skill.
- Keeping the organization efficient and current through utilization of technology
- Strengthen financial analysis and management as part of advance planning or tracking 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.

The Board as it exists today is a team that brings:

- **Creative thinking**
- **A commitment to active involvement**
- **Attending all meetings** (an occasional miss is expected)
- **Involvement in each of the four shows**
- **Leadership or part of a team for specific projects or programs**

While the Board of Directors is one way to contribute, the organization relies heavily on a solid core of volunteers who help with events and activities. A volunteer mailing list provides a link to each event opportunity, and we can personalize other ways to contribute to match your time, interest and skills.

Thanks for being part of an amazing organization!

Sincerely,

Northwest Art Alliance Board of Directors

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