

LIBRARY FUNDRAISING

Painting en plein air

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What is plein air? What does it have to do with the Morristown Public Library?

- After years of 10% or 15% cuts, in 2013 St. Lawrence County legislators cut library funding **BY 100%**. 2014 saw the Town of Morristown cut library funding by \$2,000. We all understand the "why?" when everyone in the North Country is struggling. But we refuse to go back a decade or so when the library was depressed and the village paid the price; when the town was trying hard to progress but the kids and their parents had no programs to reflect progress. We have had so much success we can't be forced to cut the new programs and the spirit. Not Morristown! We're going to fight for what we've accomplished together. We're going to put our muscle and "spirit of volunteerism" into a Plein Air Festival. A Plein Air Festival will provide the community with entertainment, education, collaboration opportunities and yes, act as a fundraiser for the library. Morristown has a long history of creativity, energy and a "can do" attitude - we feel this is a perfect solution for putting a dent in the \$4,255 lost county and town revenue.
- Plein air simply means "in the open air", a French term that became intimately linked with painting after the invention of the tube container. Before that, artists were restricted to their studios where paints had to be mixed. But with the portable *tube* they could venture out of doors and use the natural light of the sun. Voila! It's the era of impressionists. (I bet you'll never look at your toothpaste in the same way again, eh?)
- A Plein Air Festival is an event where artists are invited to come into a village and paint the scenery. The paintings will be offered up for sale with the library receiving a percentage of the profits. Morristown's 2015 festival was July 30th, 31st, August 1st and 2nd. There were opportunities and incentives for enthusiasts to watch the artists paint, mingle with them at evening social events and purchase their work.

THE VIEW FROM ONTARIO



Morristown NY

Bruce Dana Photography

MORRISTOWN STATISTICS

- Our numbers
 - Village population 283
 - This does not include summer residents
 - Town population 1,974
 - 27.6% of children living below poverty level per the 2013 American Community Survey
 - 2 restaurants in the village
 - No hotels or B&B in the village

LIBRARY STATISTICS

- Part of the North Country Library System
- Library patrons currently at 899
- One-room, one-person library
- Open 31 hours per week
- Income
 - School \$35,000
 - Town \$6,000
 - Village \$2,000

OUR PLEIN AIR INCOME HISTORY

- 2013
 - \$8,917.36
 - 19 artists
- 2014
 - \$6,000.51
 - 24 artists
- 2015
 - \$7,365.07
 - 32 artists

“DEWEY” PLEIN AIR? WHERE TO BEGIN?

- Research plein air and determine if it feels right for your community.
- Ask around to see if anyone else is interested in volunteering.
- Hold a feasibility meeting. Invite everyone!
- Determine your goals while considering your library’s mission statement.
- Committed volunteers = amount of work.

COMMUNITY SUPPORT

- Letter drive
 - Cash donations.
 - Sponsors of the artists' awards.
 - discounts with local hotels and restaurants.
 - No hotel? Is hosting a possibility?
 - Hors d'oeuvres donations for evening events.
 - Door prize donations.
- Website
- Facebook
- Venues for evening social events
 - Collaboration opportunities

BUDGET

- First year Capital expenses
 - Display Racks
 - Lighting
 - signage
- advertising
 - Bookmarks
 - Brochures
 - Newspaper/radio/television
- Supplies
 - Postage, paper, cardstock, award ribbons

PLAN

- How many days will your festival be?
- When will you schedule it?
 - Consider other organization's events
- Specific assignments each day for volunteers
- Where will the artists stay?
- Where will they paint?
- Where will they eat?
- How will you encourage sales?

MORRISTOWN'S PLAN

- THURSDAY JULY 30TH:
- Artists check-in
- 2015 we offered a painting trip to Old Man's Island
- 6:00 p.m. PLEIN AIR SPECIALS AT BEDROCK CAFE
- FRIDAY JULY 31ST:
- PLEIN AIR BREAKFAST SPECIALS AT LOUD MOUTH CAFE
- There will be a newsstand outside the [library](#) with a list of artists' painting sites. Visit as many as you can throughout the day and pick up one door prize ticket at each artist's site. *Remember these artists are working under extreme time constraints. PLEASE BE ULTRA-RESPECTFUL!*
- 6:00 p.m. Hors D'oeuvres at Bella-Brooke Vineyard and Winery, 2989 CR6, Hammond, (Wine by the glass is \$4) Musical entertainment provided by Jourdan Irene and David Michael.
- SATURDAY, AUGUST 1ST:
- PLEIN AIR BREAKFAST SPECIALS AT LOUD MOUTH CAFE
- 9:00 - noon: ANNUAL BOOK SALE at the library, 200 Main St., Morristown. Free coffee
- a.m.: continue to visit artists as Friday
- Make an appointment to tour the Chapman Mansion and Studio at 903 Northumberland Street with your hosts Shirley and Joe McDonald. Call 375-8926
- 7:00 p.m. Concert on the river! The Gateway Museum presents *A Fine Line*, a jazz trio from Canton in Bayside Park at the Village Docks. What a great way to end a perfect day - mingling with the artists, live music and the ambiance only the river can provide. PLEIN AIR SPECIALS AT ELLA'S RESTAURANT
- SUNDAY, AUGUST 2ND:
- A SILENT AUCTION AND RECEPTION is open to the **adult** public at The Chippewa Bay Community Club at noon. Each participating artist will submit up to 3 paintings to Lauren Woodcock, curator, for judging and silent auction. Live music featuring Yellow Moon, elegant refreshments and door prizes. Awards presented at 1:00 p.m. We are thrilled to announce our Juror of Awards this year as [Sally Hartman](#).

SILENT AUCTION AND RECEPTION

- Curator
- Juror of Awards
- Photographer
- Racks and lighting
- Award certificates and ribbons
- Opening bids
- Payment methods

FORMS

- Call to artists
- Photo release
- Waiver for Old Man's Island
- Name tags
- Village and County Maps

links

- Smilebox slideshow
- Pdf of paintings 2015
- Find a local plein air group for guidance and support
- www.morristownpubliclibrary.org
 - Samples of forms
 - Participating artists and their links