

Hello Directors, Staff AIR60 volunteer chairs, NCAG artist, and others that may be receiving this... Thank you for helping in AIR60!

Thank you!
Thank you!
Thank you!

ED Update - AIR60 (warning...long!)
Plan
Adjust
See what the day brings
Try to get some rest
Adjust again as necessary!

The above seems to be motto of the year and certainly for Art in the Redwoods 60th anniversary. Just as soon as we have a plan, the day brings us a new set of circumstances to adjust to.

I am very proud of our board of directors, staff and volunteers to challenge us to create a safe environment in which to welcome artists and visitors.

As I write this on Monday, August 16, 7:59am, we are on track for having an in-person art in the redwoods. With that said, I realize that at any minute we will need to adjust again(!).

As we stand now:

-Due to the pandemic, we have greatly reduced our volunteers from over 300 to about 30-50 in various teams. This is changing everyday as we find the best way to keep everyone safe. We appreciate everyone following our protocols, guidelines and processes as we try to keep "Safety First" at the forefront of our decisions.

-Masking is required for everyone, everywhere inside and on the grounds during set up and during the festival (unless actively eating or drinking)

-There is no food or drink allowed in the building and only in designated areas of the grounds.

-The building is closed now until opening Thursday, August 19, 3pm for the sold out Boxed Hat Dinner.

- We still have admission tickets available for rest of weekend, but they are going quickly, Champagne Preview, Friday, Aug 20 3-7pm \$25 (includes complimentary champagne, beer or Pellegrino); Saturday, Aug 21 10-5pm \$10; Sunday, Aug 22 10-4pm (pizza, salads, sandwiches, ice cream sandwiches, cookies, beer; wine available for purchase on Sat & Sun).

-Limited tickets are available and **MUST BE PURCHASED IN ADVANCE** at the Dolphin Gallery in Cypress Village 11-4pm everyday through Sunday - follow the red "Art Fair Arrows Tickets @ Dolphin" signs in town. This includes during festival weekend if not sold out. There will be no sales at the gate....I repeat...there will **NO SALES AT THE GATE** You must purchase tickets

at the Dolphin and present them at gate for entry this year. (This will allow us to know numbers of guests in advance, reduce lines, reduce cash boxes, reduce volunteers, reduce staff time – make for a safer entrance into festival.) If you have not gotten a call and would like to help and volunteer this year, call Kendra 707-884-1138, and she will find a good spot for you on an appropriate team.

-If you are out of town and cannot make it to the Dolphin Gallery this week, you can order admission tickets by calling 707-884-1138 11-4pm and charge tickets over the phone. Pick up of “will call tickets” ordered over the phone is at, you guessed it, the Dolphin Gallery in Cypress Village.

-Volunteers are always encouraged to purchase tickets (in advance this year at the Dolphin) as this is our largest fundraiser of the year and helps us continue our mission through the year. “What! Are you nuts?! You want me to pay AND volunteer?! No worries - we have you covered! Team leaders will have a list of volunteers at the gate, but you must sign-in before coming into gate/grounds if you do not have a ticket. Please don’t just buzz by...we have sponsors that will cover non-paying volunteers after the festival is over.

-Sponsors (boxed hat dinner attendees)-thank you for your donations & sponsorship! Your name is at the gate, along with performers and volunteers...please stop at the main gate and register your name with the gate keeper volunteers at you come each day.

-Yes, this is new this year; yes, it is a hassle to get your tickets in advance; yes, it will limit the number of admissions; yes, it means you will get to enjoy more art at our wonderful, new Dolphin Gallery space, but most importantly, yes, it should make for a safer process for our visitors, artists, accounting staff and volunteers.

Thank you!
Thank you!
Thank you!

OK...On to the fun art stuff!!!

-We have received into the art center over 200 pieces of fine art in 15 different categories over the past 3 days with about ¼ of the normal volunteers.

-Art looks awesome this year, and we have artists from 3 years old to 93, seasoned professionals to first time exhibitors!

-Placing and hanging of art should be completed in time for the sold out Boxed Hat Dinner event on Thursday, August 19. Sponsors will pick up their to-go dinners from 3-7pm and get the first opportunity to see and purchase the artwork.

-Judges have been judging at the art for the past week from our new Online! Gallery and are finishing up in the next day or two.

-General Public will be able to view and purchase art online starting on Friday, August 20. Yes, AIR60 is getting global exposure and accessible by your favorite internet device.

- Volunteer team leaders are gathering the necessary team for parking, gates, sales, food, etc...we are going from 300 volunteers to 30-50. If you have not gotten a call and would like to help & volunteer this year, call Kendra 707-884-1138, and she will find a good spot for you.

- Tents are starting to go up and grounds are starting to look festive!

-We have moved all the entertainment to outdoors this year. We are welcome your favorites back like Baku, Ernst Bloch Bell Ringers, Coast Choir, Eric Wilder, and we have new Dancers this year!

-YES - we have moved performance art up INTO AND ON the redwoods this year! The Mendocino Dance Project will be performing all 4 days and about every hour on Saturday and Sunday.
So...

That is what we have been up to lately...there are lots of moving targets, I could go on and on about all the adjustments we have had over the past weekend, month, year, etc...but thought I would just give you a heads up of where we are now.

We are trying to enjoy figuring it our together, promoting public interest and PARTICIPATION in the arts and adjusting as necessary the week before just as our founding mothers Betty O'Neil and Kathy Demio did in 1961 as they were planning the very first Art in the Redwoods.

Thank you to each and everyone of you!

We hope you enjoy AIR60 in the way you are most comfortable...Safely.

David Sus Susalla

Executive Director

Gualala Arts

Promoting public interest and participation in the arts since 1961.