

# San Benito County Arts Council

To Promote, Assist, and Provide Access to the Arts in San Benito County  
[www.sanbenitoarts.org](http://www.sanbenitoarts.org)



455 San Benito St Ste 21  
PO Box 692, Hollister, CA 95024  
831.636.2787

## ART EXPOSED

A QUARTERLY NEWSLETTER FOR ARTS COUNCIL MEMBERS

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April 2009

### OPEN STUDIOS PREVIEW EVENT A SUCCESS



Downtown Hollister hosted the 2009 Artists' Reception for San Benito County Open Studios on April 4th, with attendance well over 100 supporters of the Arts.

The gala event was held at Blak Sage Gallery on San Benito Street with a wonderful exhibit of fine art. Many of the patrons who attended were surprised by the quality of art on display—the expression on their face said volumes, and with so many beautiful pieces to look at, many patrons lin-

gered in the gallery for several hours. Art, music, and conversation—what could be better than that?

A visit to an artist's studio might be the next step—the public is invited to the 19th Annual Open Studios on April 25th & 26th for a peak into the real world of an artist. Learn directly from the Artist, and gain a better understanding of the creative process. A free map to the participating studios is available on our website.

Blak Sage Gallery will be open daily through April 18th. In addition to fine Art, the exhibit also includes a collection of contemporary quilts.

A final Artists' Reception will be held on April 18th from 2:00 to 4:00 pm. The Hollister Downtown Association will be on hand to conclude their 2nd Annual Charming Chairs event. Stop in and bid on your favorite chair—proceeds will be donated to the Downtown Endowment Fund. ✍

### NEW ARTIST AT PINNACLES

Pinnacles National Monument announces their Spring 2009 Artist in Residence, photographer Debbie Delatour.

Debbie will be spending two weeks at the park, focusing on macro-photography, capturing the colors and shapes Mother Nature has provided in this wondrous place. She will offer several public programs during her stay—

please contact the park for specific information.

Although the wildflowers of the California hillsides provided Debbie with numerous lessons, she now lives on the Monterey Coast and enjoys running down to the sea shore to discover new treasures every day.

Visit her website and check out her portfolio. ✍

[debbiedelatour.com](http://debbiedelatour.com)

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#### Items of Interest

- The deadline to submit an application for the Arts Council's Regranting Program is May 29th at 5:00 pm. See story on page 4.
- Hollister Art League has 2009 calendars for sale—*Treasures of San Benito County*. The calendar is dedicated to Faye Kennedy and costs \$15. They are available at Galeria Tonantzin, Country Rose Gallery & Art, or by calling 831.637.6062.
- San Benito Street Studio Art Academy has girl's art classes beginning in May and students may also sign up for summer school that begins in June. Call 831.726.4004 for more information.

## Community Events

- **Apr 4–18**, Quilt Exhibit & SBC Open Studios Preview Event  
Blak Sage Gallery  
Free Admission  
727 San Benito Street  
Hollister
- **Apr 4–18**, Charming Chairs Silent Auction  
Downtown Hollister
- **Apr 25–26**, SBC Open Studios  
Free Admission  
Listing of studios and a map is available on line at [sanbenitoarts.org](http://sanbenitoarts.org)
- **May 9**, Aromas Country Garden Tour, 10 am to 4 pm  
\$10 donation, maps available at Aromas Grange
- **May 17**, Arts Out Loud, an Exhibition by students of San Benito High School  
School Campus  
Time TBD
- **May 30**, Student Digital Media Festival, Granada Theatre, 336 Fifth Street
- **June 22–26**, San Benito Stage Company presents  
Kids Rule Theatre Camp  
Boys and girls age 6-13

### APRIL 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4★
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25★
26★	27	28	29	30		

### MAY 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9★
10	11	12	13	14	15	16
17★	18	19	20	21	22	23
24	25	26	27	28	29	30★
31						

### JUNE 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22★	23	24	25	26	27
28	29	30				



Pietra Santa—Pat Zuniga

## MEET THE ARTIST—PAT ZUNIGA

Artist Pat Zuniga enjoys painting the local scenery in oils and watercolors, especially the old weathered barns that can be found in San Benito County, surrounded by

bright yellow mustard at this time of year. Other favorite subjects include old Victorian homes in and around Hollister, Pinnacles National Monument, the Mission in San Juan Bautista, and the vineyards along Cienega Road.

Pat has taken many art classes at Gavilan Community College, including life drawing, independent studies, art history, on location painting, and has also attended many workshops with professional artists. She enjoys traveling and has completed a series of paintings depicting her journeys to Sedona, Taos Pueblos, Santa Fe, New Mexico, and the pyramids in Mexico.

As an active member of the Hollister Art League and a member of the Board, Pat is responsible for the organization's exhibits in downtown Hollister as well as the artwork on display at Hazel Hawkins Memorial Hospital. Pat is also a member of the San Benito County Arts Council and affiliated with Galeria Tonantzin in San Juan Bautista, participating in many of their shows—Latina Show, Virgin de Guadalupe, and Dia de los Muertos.

Pat's love of the community is evident in her colorful paintings—owned and shared by local families and businesses throughout the community. ✍

## Disney's Aladdin Jr.

presented by  
San Benito  
Stage Company

May 1-3 & 8-10

Tickets are available at  
Drapoel  
USA Sports  
Postal Graphics  
831.524.6667

# LEARNING THE ART OF MARKETING

Through the *Creating Public Value Grant* provided by the California Arts Council and the National Endowment for the Arts, the SBC Arts Council provided local artists and opportunity to learn marketing techniques from the best—Alyson B. Stanfield of ArtBizCoach.com.

The two-day workshop took place at the Ridgemark Golf & Country Club tennis center with 27 artists in attendance. Alyson provided a wealth of information on self-promotion for artists of all levels. Attendees learned how to properly introduce themselves (so people want to know more), create their artist's statement with all the right words, expand their mailing list, create effective marketing materials, and so much more.

In addition to the workshop, the grant also provided an opportunity for the Arts Council to create a lending library filled with resources for artists who are interested in learning more about the art of marketing. ✍

## SUMMER CONCERTS ARE BACK

Get your lawn chairs and picnic blankets ready—the Arts Council is bringing the Summer Concert series back to the parking garage in downtown Hollister.

Four concerts are scheduled—July 24th, and August 14th, 21st, and 28th. The line-up showcases local talent, including Yerba Buena Band, ThiSide Up, Soul Kiss, and Stir it Up with music ranging from Latino to Reggae.

Join us for these FREE concerts!



Alyson B. Stanfield, ArtBizCoach.com, flew in from Denver, CO to help artists learn marketing techniques, including a whole day on Social Networking.



### Lending Library

#### BOOKS

- ◆ *I'd rather be in the studio!* by Alyson B. Stanfield

#### PRIMER CD

- ◆ Website Basics with Patricia J. Velte
- ◆ How to Create a Website that Sells with Clint Watson
- ◆ Become an Online Art Magnet with Clint Watson

#### AUDIO RECORDINGS

- ◆ How to Curate & Install your Art Exhibit Like a Pro
- ◆ The Artist–Museum Relationship with Alyson B. Stanfield
- ◆ How to Get Your Art Published in Magazines with Jennifer King
- ◆ The Best of ArtBizCoach.com Podcasts and Member Recordings

#### AUDIO PROGRAMS

- ◆ Conversation with Michael Shane Neal—Building an Art Career Through Commissions
- ◆ The Road to Peak Productivity with Leslie Shreve
- ◆ Save Money & Generate Buzz on a Shoe-string Budget with Alyson B. Stanfield
- ◆ Sunni Mercer on Mentorships and Studio Assistantships

### Board of Directors

César E. Flores—Performing Arts  
*President*

Kathleen Sheridan—Visual Arts  
*Vice President*

Mike Grace—CPA  
*Treasurer*

Marla Pleyte—Attorney  
*Secretary*

Kathy Bisbee—Filmmaker

Kent Child—Visual Arts

Sylvia Sahagun González—Performing Arts

Jane Rekedal—Visual Arts

Emiliano Valdez—Performing Arts

Sharlene Van Rooy—Visual Arts  
*Executive Director*



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### Supporters of the Arts

DMB—El Rancho San Benito  
Hollister Free Lance  
KUSP 88.9  
Lombardo & Gilles  
Milgard Windows  
Pietra Santa Winery  
The Pinnacle  
Raisch Products  
San Benito Bank  
San Juan Oaks Golf Club

### Arts Council Members

The Art Experience  
Bernadine Belaski-McGee  
Dr. & Mrs. Eric Del Piero  
Mike Grace  
Shannon Grissom  
Janet Martinez  
Vicki Morris  
Sylvia Nichols  
Marla Pleyte  
John Robrock &  
Jennifer Coile  
San Benito Street  
Studio Art Academy  
Kathleen Sheridan  
Gayle Sleznick  
Geri A. Dunn

Community Foundation for  
San Benito County

*Applications available on our  
website at [www.sanbenitoarts.org](http://www.sanbenitoarts.org)*

**We're on the web!  
[sanbenitoarts.org](http://sanbenitoarts.org)**

## FUNDS AVAILABLE TO LOCALS THROUGH REGRANTING PROGRAM

The Arts Council is now accepting applications for grants through our Regranting Program, developed to encourage programs for the cultural and artistic enrichment of San Benito County.

The following criteria is used to evaluate each application and should be taken into consideration when writing a grant.

- ◆ Does the project show initiative, innovation, creativity, and potential for excellence?
  - ◆ Is the project well planned, structured, and organized to insure success?
  - ◆ Does the project have a realistic budget, including the use of other resources?
- ◆ Does the project provide access to high-quality artistic experiences for all residents?
  - ◆ Does the project provide cooperation and collaboration with other county and city organizations?

This grant is available to all Artists and Art Organizations with a project that meets the criteria outlined above. Applications are available on our website, and the deadline to submit an application is May 29th at 5:00 pm. Please call the Arts Council if you have questions concerning this grant opportunity. ✍