



Activities Report – We Made It!

We Were All About In-Person

Pre-2020: Programming and income based on in-person events:

- Monthly workshops for paid, juried members only at Community Center
- New member art gallery in Community Center
- Three summer art walks in Old Town
- Annual fall art-in-the-park show
- Kids art workshops at Foothill Unity Center distributions
- More as requested (seniors, teens)

Then Along Came Covid...



Chalksgiving Entry
"We Rise Together"
Billy Chen, Monrovia Resident

We Spell Pivot H-m-m-m-m...!



In-Person Event	2020 Replacement / Adaptation	Moving Forward	Pluses
Monthly member workshops	Held on Zoom and free to public	Held on Zoom, non-member fee	+++
Artist Alley Gallery	Creating online member gallery	Physical AND online galleries	++
Summer Art Walks	Chalkdemic virtual chalkfest (July)	Reinstate Summer Art Walks	+
Annual Monrovia Art Festival	Mid-Autumn Festival (Oct)	Hold Mid-Autumn Festival AND	+
	Chalksgiving virtual chalkfest (Nov)	Hold Chalksgiving AND	++
		Reinstate Annual Monrovia Art Festival	++
Kids art workshops for Foothill Unity	Cancelled	Reinstate	+
More services as requested	Cancelled	More ++ = income = more services	+

Some Interesting Numbers for 2020...

- **50+** Chalksgiving registrants
- **30** new artist contacts from member meetings
- **2** new artist members
- **37** current paid artist members
- **16** lapsed members <2 years
- **158** lapsed members >2 years
- **29** new Facebook followers from Chalksgiving
- **18** new Instagram followers from Chalksgiving

What They Told Us

Chalksgiving Participants

“Thank you so much for doing this for the community.” L. Quintanilla

“My son and I had a GREAT time decorating the sidewalk in front of our house. I wasn’t sure if this was the type of art you are looking for, but I wanted to say thank you regardless for providing us with a fun family project for the holiday. My son wanted to send out a positive message to our neighbors and that’s what we tried to convey through our art.” 😊 Annamarie Legaspi

“We are thankful to Monrovia to create this fun activity during the pandemic.” Susan P.

School Director

“I’ve wanted the students to organize a virtual chalkfest, but they are having a real struggle staying motivated during this distance learning. I advise a youth community service group at the school as well as organize the student activities, but again they are very despondent. So I am trying to pick up the slack and keep their spirits up as well. I have many ideas, but so little time. This is why your help is deeply appreciated.”

Yours in service,

Ryan D. Rice, Director, Associated Student Body

Applied Technology Center, Montebello Unified School District

2020 Artist Workshops Recap

In Person at Community Center

February: How to Create Mood & Atmosphere in Your Painting – Tim Lewis

March: Painterly Approach to Landscapes in Oil – Jeannine Savedra (cancelled)

Via Zoom

May: Exploring Acrylic Landscape – Ray Tucker

June: Exploring Landscapes with Gouache – Ray tucker

July: Expressions in Charcoal and White Pastel – Elizabeth Tucker

August: Painterly Approach to Landscapes in Oil – Jeannine Savedra

September: The Art of Visual Design – Steve Gettle (Photographer)

October: Anything But the Brush, Part 1 – Rick Kess

November: Anything But the Brush, Part 2 – Rick Kess



MAFA 2020 Calendar of Events

Event	Date	Title / Notes
Annual General Meeting	February 9	
Monthly Workshop	February 23	"Coffee Break Painting" - Rick Kess
Monthly Workshop	March 23	"Email Marketing
Artist Alley Gallery Reception	April 27	Tentative – If Community Center is open
Monthly Workshop	May 25	"Legacy Planning for Artists" - Darrell Brooke
Monthly Workshop	June 22	Topic / Instructor TBA
Summer Art Walk	June 26	
Artist Alley Gallery Reception	July 25	Tentative – If Community Center is open
Monthly Workshop	July 27	Topic / Instructor TBA
Summer Art Walk	July 31	
Foothill Unity Back to School	August 6-ish	Kids art workshop
Monthly Workshop	August 24	Topic / Instructor TBA
Summer Art Walk	August 28	
Artist Alley Gallery Reception	August 29	
Monthly Workshop	September 28	How to Market Your Art Before, During and After the Art Festival
Monrovia Art Festival	October 2	
Mid-Autumn Lunar Festival	October	Tentative
Monthly Workshop	October 26	Topic / Instructor TBA
Artist Alley Gallery Reception	October 31	
Monthly Workshop	November 16	Topic / Instructor TBA
Chalksgiving	November 25-28	
Foothill Unity Holiday Distribution	December 17-ish	Kids art workshop