

Development
June 2014
Melody Hunt

Painting With the Impression-Sips

We decided on a series of painting events, the first portion of the series to be held in the dull winter months mid-January, mid-February and mid-March with a different painting for each month. We are thinking of having them 2 Thursday evenings and one Sunday afternoon, or visa versa. If we have inclement weather the event can change to the following week. The idea of this series is to hopefully bring in the 30 and 40 somethings to whom this type of event appeals to.

We are looking for whimsical people with a painting background who may be able to help work up paintings and or help teach a class. I have already worked up a Fern Coppidge-esque class and also a George Sotter-ish offering. We are thinking the third might be a Garber-like piece. Stephanie also has an art background and is looking forward to teaching a class. I have two other people in mind who may be able to participate.

The major expense will be the easels and the venue which is why we are holding the classes to 20 people and are eager to use our own schoolhouse, (If we get the 30-40 somethings in there, they may be more likely to come back. Also by using our own local impressionists we can offer a little bit of history while at the same time offering something that none of the franchises can. By targeting the parents of the NH-S district we are giving a them a chance to experience this type of event in their own back yard. Believe me, they will have heard of the BYOB painting parties.

Our next step is to firm up the dates for the first series and reach out to sponsors. I would like to use my work-up of the Sotter-esque winter scene on the request for sponsorship. This where we are as of today.