

City Lights Art Gallery

Promoting local art and art education



BrushStrokes

January 2017

"Be who you are and say what you feel because those who mind don't matter and those who matter don't mind." ...Dr. Seuss

TUCKERTIME TALES

...a word from our president

Wow! It's 2017 already! How the time flies.... First, let me thank all of you who work hard and contributed much to the success of our Co-op and Gallery. The list is long, and in one way or another, includes everyone on our membership list. We have a wonderful group of dedicated artists that make City Lights the jewel of Downtown Henderson. At the December holiday party I was pleased to present my President's Award to two really special people: Libby Chan, who graciously agreed to take on the Gallery Directorship and Susan LaBuda, for her tireless efforts in every area required to make City Lights the great place it is for all of us to express ourselves with our art.



We look forward in anticipation of a year filled with many new experiences and ideas added to what has been successful for us in the past. The Board of Directors and the marketing team have been focused on fulfilling the mission of City Lights: exhibiting and selling the artwork of our members, and classes that provide instruction in various media to anyone wishing to expand his/her knowledge and skill as an artist. The key factors in accomplishing this are *exposure* and *traffic*. With these in mind, our plans so far for events away from the Gallery are:

- **Sidewalk Art Fair at Natural Grocers, Sunset & Arroyo Grande** (Next one in April, date TBA),
- **Continue exhibiting at Henderson City Hall** (Next change-out end of March),

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Build Our Scholarship Fund



Each year, City Lights Art Gallery awards three or four \$1,000 scholarships to deserving high school art students in the Henderson area.

To help fund this endeavor, we joined Amazon Smile. Now by signing yourself up with Amazon Smile, a small percentage of the purchases you make at Amazon accumulate in our account and when there is enough to write a check, it is sent to City Lights Art Gallery for deposit in our bank. This is truly a quick, easy and painless way to support our scholarship fund. Here's how you do it:

- 1) Type **Smile.Amazon.Com** in your browser and press enter
- 2) You will be asked to type **City Lights Art Gallery** in a box and press enter.
- 3) Find City Lights Art Gallery in the list that appears and click on it's little box.
- 4) You're done! You'll see the Message, "Congratulations. You were successful."

Now every time you go to Amazon to purchase something, **use Smile.Amazon.com instead of just Amazon.com**. You'll see the statement that you are supporting City Lights at the top of the page. Share Amazon Smile with family and friends, too!

PET PAINTING III

with Georgia Lawson
Thursday, January 19th
9:00am—5:00pm
\$75

Call City Lights (702) 260-0300 or stop by to sign up.
Then call Georgia (702) 249-9075 for information about preparing your pet photos for the workshop.



City Lights Artists Co-op & Gallery

Art Makes a Great Gift!

TUCKERTIME TALES

Continued from page

- **Plein Aires at Grape Expectations** (Dates TBA),
- **Boulder City Art Train** (April 1st),
- **Continue to have our artists exhibit at Lake Las Vegas Gallery as well as local establishments like Theater in the Valley and Firelight Barn** (Members: help us find more places to show our art.),

Our plans for the Gallery, itself include:

- **Two juried shows (April and October), and repeating "Arts & Eats Bar-B-Que" in October,**
- **Art Student and Teacher Membership Program** (offers half price memberships to verified students and teachers),
- **Invitational Art Exhibit to outside art organizations in June,**
- **Invite certain clubs, organizations other target customers to enjoy wine & cheese parties while visiting the Gallery,**
- **Constantly explore low cost but effective marketing strategies for the Gallery, classes, special events and artwork sales,**
- **Additional classes and workshops (If you'd like to see a particular workshop or conduct one yourself, let us know!).**

These plans and ideas are in no way the end of all thinking about how to achieve our goals. Our board and marketing team are open to new ideas and suggestions. The meetings are open to all members and/or you can share with us by phone, email or with face to face chatting. We welcome all ideas.

Happy New Year, keep on creating!

T.T.

Welcome Our New Members

Stuart Bronsdon

Watercolor, Oil on paper and canvas

Chere Hughes

Pencil and Charcoal Drawing & Photography

Diane Ricks

Silk painting, Watercolor and Acrylic

Aprons and Shirts On Sale in Gallery

City Lights Polo Shirts & Aprons are on sale at the Gallery. Or have your own embroidery done on your own item at FANTASTIC EMBROIDERY in the Boulevard Mall. Give the name City Lights Art Gallery or Jim Champlin.



Elementary School Artists Show at City Lights



Seen here is just some of the work done by the students at Glen Taylor Elementary School in Henderson. Thanks to Susan LaBuda for bringing this exhibit together.

On January 20th, an artist's reception will be held for these student artists, their families and friends. As it is our mission to support the fine arts, local artists and art education, it is incumbent upon us to recognize and support young, in this case, very young, up and coming artists and help them feel a part of the artist community in Henderson. City Lights Co-op members are encouraged to stop by this reception to say hello and congratulate these exceptional student artists on their accomplishments.

The Importance of Social Media to Our Co-op and Gallery—an Interview with Eric Courtney

As editor of BrushStrokes, I, Cat Schelling, recently sat in conversation with Eric Courtney, City Lights Art Gallery Webmaster, to learn from him more about our website and other social media forums and how they serve our goals and purposes. Here is some of that interview.

CAT: I've heard it said that in this day and age, regarding communication, social media is the way to go.

ERIC: Yes, electronic communication, such as websites and social media platforms, have become integral in the way we communicate about ourselves and with each other.

CAT: So what does this mean for us at the Gallery?

ERIC: Websites and social media are great ways to help grow exposure to the gallery, especially since they can let people know what is going on at the gallery in a very quick way and have the potential to reach hundreds, if not thousands of people with the click of a button.

CAT: What is one really easy thing anyone can do to spread the word about the Gallery?



ERIC: If you “Like” on the Gallery Facebook page, it’s a one-time action that has amazing potential to expand exposure to the Gallery. Each one of us should open Facebook, type *City Lights Art Gallery* in the search box and click on “Like” when it opens. Then tell friends and family members to do the same.

CAT: And our website? What does it do for us?

ERIC: Two primary goals of the website: Increase foot traffic as well as virtual traffic to the gallery, and, increase sales. After all, isn’t getting folks in the door, either the real door on E. Army or the virtual door on our website, what’s going to show them what we have to offer?

CAT: Absolutely! So, how does one go about finding City Lights on line”

ERIC: The City Lights website can be found typing into your browser key words such as “Art Gallery Las Vegas”, or “City Lights Art Gallery”, or “Art Henderson”. Anyone can find the gallery on Facebook, Twitter and Yelp using the key words “City Lights”!

CAT: What, exactly, is Yelp?

ERIC: Yelp is an online community of business ads and customer reviews. It’s a very popular site; it gets a lot of traffic from people looking for just about anything but want to know something about products or businesses from people who’ve already experienced them.

CAT: Wow. It looks like our online presence via these social media tools can be, indeed is, a great way to reach many of our goals and aspirations for City Lights. Thank you, Eric, for taking the time to share this important information with us.

ERIC: My pleasure! Thanks for asking me.

See You at the Art Fair



The City Lights Art Fair held on December 3rd at Natural Grocers (Arroyo Grande and Sunset) in Henderson was deemed successful, so much so that we will accept store manager Joe Cirillo’s offer to have fairs on a quarterly basis. The weather held for us, not too cold, not too windy. One painting and some tiles were sold. A gigantic **THANK YOU to Lee Moses** and his truck, for transporting and helping to set up the display booths and other equipment needed to put on such an event. Needless to say, we couldn’t have done it without you, Lee.

December Artists of the Month “MEMBERS’ BEST” EXHIBIT

Saturday, December 18th saw quite a crowd gathered for the 2016 Holiday Party. Great food, great spirits and great company were enjoyed by all. At the raffle, guests won original paintings, movie tickets, restaurant comps and various artist supplies. And just for fun, a contest was held wherein guests each selected their one favorite piece among the “Members’ Best” works submitted. Winners of the contest were...



1st Place
Cat Schelling



2nd Place
George Markiewicz



3rd Place
George Wilson

President, Tommy “Tucker” Domino informed the gathering it was a tie for the President’s Award recipient. **Susan LaBuda and Libby Chan** each received the honor for their outstanding service and commitment to the goals and ideals of City Lights Art Gallery and Co-op. Congratulations to these most deserving women!



Partygoers wait in anticipation as winning numbers are called during the raffle.



The food was DELICIOUS!

Say Hello to New Member, Phyllis Jones

Now retired, Phyllis worked for many years as a medical transcriber in Santa Fe, New Mexico, surrounded by the wonderful art of that area. Add to that, she comes from a long line of quite talented people, even showing promise herself in art class in school where the teacher said, “You don’t need any help.” The art world was out there, perhaps calling her. But Phyllis waited until now to explore this dimension of herself. After a few classes in a local hobby store that were not quite what she was looking for, she saw City Lights Art Gallery across the street from the Senior Center where she was painting. She checked out our website, found we had classes in oil painting and signed up. Now she paints with Bob O’Neill on Monday mornings and loves it. So welcome, Phyllis. We’re so glad you found a home for this next phase of your life here at City Lights.



Events Calendar

January 2017

Date	Day	Time	Event
Jan. 1	Sun.	Annual Co-op Dues of \$40.00 Due	
Jan. 6-7		10am—4pm	1st Qtr Intake
Jan. 9		10am—4pm	1st Qtr Hanging
Jan. 14	Sat.	6pm—9pm	Paint Party with Jan Schaeffer
Jan. 19	Thur.	10am—5pm	Paint Your Pet With Georgia Lawson
Jan. 20	Fri.	4pm—6pm	Glen Taylor Elem. Artist Reception
Jan 28.	Sat.	6pm—9pm	Paint Party with

January Member Meeting info will be emailed later.

February 2017

Feb. 10		Wine & Cheese Reception for Teacher & Student Membership Drive	
	Fri.	4pm—6pm	

April 2017

Date	Day	Time	Event
1st	Sat.	TBA	Art Train
TBA	TBA	TBA	Sidewalk Art Fair at Natural Grocers

DONATIONS REQUESTED TO SUPPORT HOPELINK



HopeLink of Southern Nevada is a 25 year old non-profit and a State designated Family Resource Center. They serve the needs of over 8000 individuals and families each year. On March 4th, they will hold their first fundraiser for 2017, the proceeds of which will support their programs and services. The event, "ART WITH A HEART III," will feature local artists creating art while appetizers and wine are enjoyed by guests. City Lights Artists have been given the opportunity to support HopeLink in the form of a donated piece of artwork to be auctioned the night of the event. Karen Kyger, Executive Director of HopeLink, says donated items are **needed by January 28th**. You can call or email her to make arrangements to give your donation to a volunteer or staff member acting on her behalf.

Contact info for HopeLink:

(702) 566-0576 ext. 333 Karen@link2hope.org

Schedule of Art Classes at City Lights

Instructor	Media	Days	Times
W=watercolor O=Oil A=Acrylic WM=Water Media DG=Drawing with Graphite MMD=Mixed Media Drawing			
Bob O'Neill	O	Mon.	10am—1pm
Jan Schaeffer	W	Tues.	9:30am—12:30pm
Tommy Tucker	DG	Wed.	9am—Noon
Anna Hammer	MMD	Fri.	1pm—4pm
Jan Schaeffer	W	Sat.	9:30am—12:30pm
Jan Schaeffer	A	Sat.	1pm—4pm
Jan Schaeffer	WM	Sun.	1pm—4:30pm
Open Painting		Thur.*	10am—4pm

*Special workshops are often scheduled on Thursday.
On such days there will be no open painting.

CITY LIGHTS ART GALLERY

3 East Army Street, Henderson, NV 89015

Mailing Address: P.O. Box 91314, Henderson, NV 89009-1314

Phone: (702) 260-0300

Email: citylightscoop@centurylink.net

Website: www.citylightsartgallery.com

Twitter: @CityLights_Gal

Facebook: City Lights Art Gallery
Henderson NV

Hours of Operation: Tues. - Sat., 10am—4pm
Sunday, Noon—4pm

Webmasters: Eric Courtney and Chris Mazglad

BrushStrokes Editor: Cat Schelling
cat.schelling@yahoo.com
(702) 300-1801

Submission Deadline for BrushStrokes: 25th of Every Month

JANUARY PAINT PARTIES

with JAN SCHAEFFER

Saturdays - January 14th and 28th 6-9PM

Everything you need will be supplied—\$35

Gather your friends and come on over!

