



**Artist Tree**  
Introductory forum minutes 12.17.09  
Bloom Too Gallery, 968 Pearl St. Napa, CA. 94559

In attendance:

Matthew  
Quisenberry  
Peter Martin  
Olivia Everett  
Cheryl Laube  
Lindsey Kling  
Diane Padoven  
Kristina Young  
Paul Slack  
James Curt Byram  
Kristine Cummins  
Jordan Talley  
T. Beller  
Fred Morse

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**Introduction to Artist Tree**

*discussion leader Christy Bors, Artist Tree committee founder and coordinator*

**What is Artist Tree?**

Artist Tree is an arts committee that “branched” off of Wandering Rose. (Wandering Rose is a non-profit that seeks out opportunities for indie, experimental, and underground art and music. [Click here](#) to visit their website).

\*additional attendance not recorded

We are a committee faithful to emerging artists working in diverse genres: the visual arts, music, film, performance media, and allied arts and crafts. Based in the Napa Valley, Artist Tree seeks to showcase local talented artists, provide them with affordable studio and rehearsal space, and further offer them the tools and resources to educate and empower themselves and others in creative fields.

**What are Artist Tree's immediate goals?**

To create a livelier creative energy within Downtown Napa by providing more exhibition and performance space downtown, in vacant buildings, supportive operating businesses, and in public spaces.

**What are Artist Tree's long term goals?**

*To promote entrepreneurship, economic vitality, diversification, and the general wellness of Napa's creative population. We can do this by:*

Providing rent-controlled spaces for local artists  
Negotiating for more exhibition and performance space within existing downtown businesses  
Presenting our ideas and concerns to local government  
Identifying building vacancies and coordinating use for said spaces  
Creating more venues (both in buildings and in store fronts) to display and present art

**What are the needs of the community?**

Spaces to practice, perform, and display art  
Areas for creative discussion and expression  
Community venues for wide array of usage  
Affordable living and rental space  
Community support and sponsorship of the arts

**Open public discussion**

Major points of improvement for Napa arts:

- x Creating “phantom” store front displays throughout Downtown Napa could be a way to introduce people to the local artists that are seeking change, better publication, and continued sponsorship within our town.  
(Areas such as Wine Train display cases, etc., are currently available).
- x Create and implement a “Second Saturday” or local arts walk (i.e. Sacramento CA's art walk) to exhibit and introduce local art.

- x Create a sequence of downtown businesses that will accept and sponsor rotating exhibitions
- x Create a guideline for artists giving specific terms and agreements to present to those businesses as a certification or promise of commitment, professionalism, etc.
- x Show up in numbers for public city council meetings and other government discussions. It is important for artists to begin to think about the arts platform and present that to local politicians. (Kristina Young mentions: Summer 2010, there is a re-election for Napa government. Finding a candidate that will support and publicly discuss our needs is essential to our growth).
- x Designing a community center is a large step- If Yountville and surrounding cities are supportive, why isn't Napa?
- x Creating a website and blog for ArtistTree would be a beneficial step for the artists and community members involved. It would keep members updated and allow them to voice their opinions about current issues.

### Brainstorm:

Buildings that could benefit from local art:

1. Uptown Theater
2. Napa Valley Opera House
3. Rutherford Grange
4. Altamura's abandoned buildings (majority of 1<sup>st</sup> street, other downtown venues)
5. Silo's (existing, but it can grow)
6. Wildcat
7. Napa Valley Roasting Company
8. Sweetie Pies
9. Yountville Veteran's Home
10. White Barn
11. Jarvis Conservatory
12. Napa Valley Art Association Building
13. Grace's Table- new restaurant
14. Pizza Azzurro
15. Starbucks locations county-wide

### Concluding Statement:

Spreading the word about Artist Tree and *your needs* as an artist are the two most beneficial actions that can be taken right now. Consider writing a letter to the editor about the state of the arts community in Napa. Address City Council. Take local action!