

**Fellow area artists,**

There will be a special meeting to present details & promote the “CROSSROADS ART TRAIL - A Guide Book to Artists of Dona Ana County”.

This meeting will be open to the public. We expect many local artists and some gallery owners too who are considering or are just curious about the Guide. There will be 2 presentations so we can accommodate people’s schedules as well as possible.

MEETING DATE: Monday, 5 December

PRESENTATION TIMES: at 3:30 and another at 5:30

LOCATION: Home Builders meeting hall - 2825 N. Main - look for the Shell Station on corner of Temple St., just east of Jiffy Lube; hall is behind the Citizen’s Bank branch. (Home Builders is now called BUILDING INDUSTRIES ASSOCIATION of Southern NM.)

Information will be presented on: the format, listing options, standards/requirements to be included, distribution plan & comparable advertising costs in other media. See the next page for the link to cover letter & pricing data which is the basis for the meeting presentation(s). We will also talk about ‘clusters’ which are a special way for groups of artists to work together and get more coverage.

This year’s Guide has modest goals: A minimum of 65 local artists’ listings on about 8 pages, events, culture & gallery listings on 4 pages, commercial ads on only 5 or 6 pages, 3 or 4 pages of maps and a tribute to local arts by Roy van der Aa. If more listings occur, that would be wonderful! 80,000 copies of the guide will be distributed - at around 250 tourism & art venues. Not all local artists will choose to be listed this time – which is OK. As the project matures over the years, more artists will be able to invite customers to deal with them directly.

NOTE - Farmers & Crafts Market booths count as a 'location' so all vendors are eligible, even if they don't invite customers into their home studios.

LAST DATE TO COMMIT IS 15 DECEMBER – this short deadline is based on completing all design & layout by 31 December in order to qualify for the NM Arts grant which is the seed money for the project.

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Please come, invite your artist friends & spread the word to local galleries and cultural sites. We are also looking for ‘TOURISM & ART friendly businesses’ that want to attract customers of a particular demographic, the ‘art appreciator’. Our commercial advertising pages are meant to support the ‘art & culture destination - travel worthiness of this area’.

If you can’t make the meeting, contact Roy van der Aa ([wysiwyg@zianet.com](mailto:wysiwyg@zianet.com)), Susan Frary ([susan@shadetreeproducts.biz](mailto:susan@shadetreeproducts.biz)) or Pat Bonneau-White ([iwhite@zianet.com](mailto:iwhite@zianet.com)) for more information.

Go to <http://www.artformsnm.org>. At the bottom of the Member Information page you will find links to documents related to this meeting. There you will find (1) Cover Letter for Artists & Organizations, (2) Guide Listing Sample Sheets, (3) Gallery Rates and (4) Commercial Rates.

If you want to list an event in the annual calendar - see page 7 of the Guide Listing Sample Sheets for information on posting events - these can include studio tours or shows by an individual or a group (hint hint).

If it seems too complex or you have questions about how this applies to you - that's why we're holding the public meeting(s).