



FAIRFIELD-SUISUN CITY VISUAL ARTS ASSOCIATION

www.fsvaa.com

BOARD MEETING MINUTES – OCTOBER 2018

I. FSVAA Regular Board Meeting was held on Wednesday, October 17, 2018

Meeting was called to order at 7:03 pm by Dennis Ariza, Vice President, in the Solano Town Center Gallery.

In Attendance: Dennis Ariza, Robin Rossi, Marci Cervantes, JoRené Danel, Lucy Foldhazi, Ken Chew, Doug Cooper

Absent: Dennis Sheil, Janet Barnes

Guest: Erik Niemann

Doug Cooper motioned to approve the Minutes of September 2018 and Robin Rossi seconded the motion; motion carried; Minutes were approved.

II. Finance Report (*Marci Cervantes*)

A. Marci Cervantes distributed the Profit & Loss Statement dated September 2018. Report shows a net loss for the month of September of -\$1,422.12.

B. Some of the major expenses were display cases, paint for the Gift Shop, and the Art by the Bay display banners. Display cases were purchased for the Gift Shop and the Gallery at Solano Town Center. JoRené Danel suggested that we break out expenses for the display cases to the individual galleries; Marci Cervantes said she will take care of that.

III. Membership (*JoRené Danel*)

A. JoRené Danel reported that we currently have 98 members.

B. Membership runs January to December of each year. Dennis Ariza sent out an e-mail stating that if an artist signs up for Membership during the months of November and December and pays the \$50 annual membership fee, those two months will be free.

C. Per Dennis Ariza, of the 98 members, 88 have e-mail addresses. The members that do not have e-mail addresses must be called.

IV. Lawler House Gallery (*Robin Rossi*)

A. Robin Rossi said the Art Divas had their monthly meeting last Monday. We are still waiting on a replacement for Robin as Director of the Lawler House Gallery.

B. Gift Shop: Dennis Ariza said the Gift Shop is looking good; he thanked Mike Foldhazi and Doug Cooper for their help. JoRené Danel is optimistic; both she and Mei-Ling Albert are trying to get different items in and keep them at a reasonable price. Ken Chew suggested that some of the glass cabinets may need lighting in them.

V. Solano Town Center Gallery (*Dennis Ariza*)

A. Display Case: Per Dennis Ariza, we have a new glass display cabinet in the Gallery. The items displayed in this cabinet will change with each exhibit. The cost for displaying items in the display case is three pieces for \$10.

B. Macy's Art Class: This free art class will be held in Macy's on Saturday, December 8. Eleven people have signed up. Dennis Ariza said he may ask Cherol Ockrassa if it's possible to open a few more slots for this class. We advertised this free art class in the Fairfield and Vacaville Your Town publication, which is sent out to every address. This will be the last class with Macy's.

VI. FSVAA

A. Social Media: Lucy Foldhazi reported that our followers are growing in both Facebook and Instagram. Lucy is encouraged that members are starting to participate in Social Media by liking our events, sharing our events, and commenting. The Instagram Insight Report tells us some people checked out our website, which is the goal. Lucy Foldhazi is still planning to post the bios of the Board Members on our Instagram page but needs to hear from the rest of the Board Members before starting this project. Lucy has been submitting articles for the FSVAA monthly newsletter, Artifacts, teaching hints and explaining about Social Media.

- B. Reception: Dennis Ariza reported that since we changed the Opening Reception time to 3-5 pm, we had about 30 new people come into the Gallery, which is a great turnout. Dennis said we will try this time period again after the Juried Art Show and will also change the hours of the Opening Reception at the Lawler House Gallery to 3-5 pm.
- C. FSVAA Open Studios: Per Dennis Ariza we had a meeting on Saturday, September 23 to discuss having an artwalk; five people showed up to the meeting. Dennis has about a dozen stores that are interested in having art displayed in their facilities. We have set up a tentative date of Saturday, April 27 and Sunday, April 28, 2019 to hold this event. Dennis Ariza will schedule another meeting soon to further discuss details. Brochures will need to be done by January if we are going to do this.
- D. Student Art Show: Dennis Ariza reported that the Art Tags have been created, the letters for requesting donations have been created, and a Call to Artists e-mail was sent out to teachers. There are 43 high schools in Solano County and we had 19 schools participate last year.
- E. Docent Committee: Erik Niemann has agreed to take over the Docent Committee. Erik's goal is to contact each docent personally.

VII. 55th Annual Juried Art Show (Dennis Ariza for Janet Barnes)

- A. Updating the art categories was discussed in detail by the Board.
- B. Via texts, Janet Barnes said she is taking care of details for entry day, Jury day, Jury lunch, volunteer lists for each day, ribbons, and wine license. Janet requests that each Board Member contact her via text with their availability to volunteer for the Juried Art Show.

VIII. Old Business

- A. New Track Lighting: Dennis Ariza reported that the track lighting was installed in the Gallery at Solano Town Center.
- B. Art by the Bay: Per Dennis Ariza, we had 11 artists participate this year and there were a few complaints: low sales, too far from main event, no food truck, more signage.

IX. New Business

- A. Halloween: Solano Town Center has advertised trick-or-treating hours to be 3-5 pm on Wednesday, October 31. Cherol Ockrassa, Dennis Ariza and Robin Rossi have volunteered to be at the Gallery to give out candy to the children. We need more candy to be donated before then.
- B. Ken Chew suggested that we need to allocate money to hire a window washer for the Lawler House Gallery. It was decided to wait until spring to have this done.
- C. Unfortunately, a docent's phone was stolen from the Lawler House Gallery last weekend. We need to be more vigilant. Erik Niemann suggested that we take down the 'bathroom' sign because we do not have a public restroom in the Gallery.

X. Next Meeting

Board meetings are scheduled for the third Wednesday of the month. Everyone will be advised of the next meeting via e-mail.

XI. Adjournment

Dennis Ariza adjourned the meeting at 8:58 pm.