



# FAIRFIELD-SUISUN CITY VISUAL ARTS ASSOCIATION

[www.fsvaa.art](http://www.fsvaa.art)

## BOARD MEETING MINUTES — MAY 2025

### Call to Order

The FSVAA Regular Board Meeting was held on Wednesday, May 21, 2025, at the Solano Town Center Gallery. Meeting was called to order at 9:02am by Dennis Ariza, President.

In Attendance: Dennis Ariza, Janet Barnes, Jennifer Corcoran, Robert Emmering, JoRené Danel, Cherol Ockrassa, Ken Chew, Tereasa Tso

Absent: Lucy Foldhazi, Laura Klein, Dennis Sheil

Guest: Richard Tso

### **I. Approval of Minutes**

Motion: Dennis Ariza introduced a motion to approve the FSVAA Board Meeting Minutes dated April 16, 2025.

Motion was seconded by Cherol Ockrassa. Unanimous Vote. Motion carried.

### **II. Finance Report (Jennifer Corcoran)**

- A. Jennifer Corcoran submitted the April 2025 Profit & Loss report. The P&L showed a net income of \$2,317.27.
- B. Per Jennifer, income shows \$1,100 income from the Art on the Vine Booth Rental fees, a \$1,000 donation to the Student Art Show, and \$430 income from entry fees from the current show. Gift Shop sales are down this month. Total Income for May was \$3,055.82. May expenses totaled \$2,314.45, making the Net Operating Income \$741.37. Interest Income was \$119.33 and a prior year's adjustment of \$1,456.57 (*refund from sales tax from previous years that we must have overpaid*).
- C. P&L Trend Report: Per Jennifer, the trend report shows year-to-date, we are -\$3,128.45.

### **III. Membership Report (Robert Emmering)**

Robert Emmering submitted the Membership Report via email: we have 90 total people on the roster, which includes a membership count of 1 staff member, 2 family members, 5 students, 69 individuals for a total of 77 active members on the roster; Others include 10 support members and 3 volunteers, for a total of 13.

Robert reported (*at the board meeting*): we have 90 total people on the roster, which includes a membership count of 1 staff member, 2 family members, 5 students, 70 individuals for a total of 78 active members on the roster; Others include 9 support members and 3 volunteers, for a total of 12. (*per Robert, numbers on this report are fluid so numbers were different than report emailed*)

### **IV. Ambassadors Report (Cherol Ockrassa)**

- A. The April 2025 Ambassador Report for STCG emailed by Cherol Ockrassa: 40 regular shifts; 2 shifts closed (*Easter Sunday, mall was closed*); 0 no show; 1 Intake; 1 docent trained; 1 shift co-docented; 27 worked 1 shift; 4 worked 2 shifts; 1 worked 7 shifts — 32 unique members worked. We are currently not docenting at Village 360; opening is TBD.
- B. Per Cherol, in docent email reminders, she includes the code to get into our docent training videos on our website. In docent newsletters, we have provided opportunities for people to re-train by contacting Cherol. Tereasa Tso suggested that we go over these things with members at Intake when they bring their art in. It was also suggested that we make a list of all artists' full names and make it available on the desk so docents can easily identify who the artist is at time of sale (*in the square*) so they can type it in the notes.

### **V. Solano Town Center Gallery Report**

Gift Shop (*JoRené Danel*): Per JoRené Danel, we will have an Intake on Sunday, May 25, 12Noon to 3pm.

### **VI. Village 360 Report**

Per Dennis Ariza, we changed the art last time, but a lot of artists did not pick up their artwork; some were left at the winery. Dennis has contacted the artists. Our easel has disappeared from behind the glass case. The easel cost us \$12 when we purchased it at Michaels and now they are going upward of \$140.

**VII. Salon Collective GV Art Gallery (Dennis Ariza)**

- A. Dennis Ariza needs to reinstall the sign.
- B. Per Dennis, we only had seven pieces brought in at the last Intake.

**VIII. FSVAA Report**

- A. Social Media:
  - (1) Facebook and Instagram: In Lucy's absence, Dennis Ariza stated that we have had many posts on Facebook and Instagram because of the show here in the Gallery and Art on the Vine. Dennis posted on the Nextdoor app to promote Art on the Vine.
  - (2) Website: Dennis Ariza reported that because of Art on the Vine and other things, the web traffic on our website is 900% of what they consider normal; it has gone up.
- B. ArtWalk (3<sup>rd</sup> Friday): The next ArtWalk will be held this Friday, June 20, 5–8pm in Downtown Fairfield. We have consolidated it down from Jackson Street. Dennis Ariza has about 18 artists scheduled to show their art. The Board discussed the ArtWalk in Vallejo they recently visited.
- C. 80 Pieces of Art Auction: Dennis Ariza announced that a live auction (*not zoom*) will be held at the Solano Town Center Gallery on Sunday, May 25 at 6pm. Cherol Ockrassa and JoRené Danel said they will come in to help Dennis Ariza. Dennis will be closing out the auction bids on Sunday and will be sending out an email to members about it.
- D. Solano County Fair: Dennis Ariza said this event will not be happening until next year but between FSVAA, Vacaville, and the Solano County Art Council, the Solano County Board wants us to take over one of the rooms and set up art displays and do demonstrations. We can all work together to get volunteers and docents.
- E. 4<sup>th</sup> Saturday Winery PopUp: Per Dennis Ariza it was Laura Klein's idea to have a 4<sup>th</sup> Saturday Winery PopUp that's from 12Noon – 5pm, hold one event per month at a local winery and rotate. Laura has already made arrangements for the first one for Saturday, June 28, at Mangels. Dennis would like to have a banner made that says, 'Wine PopUp Today' and we would advertise them all. Each event will have a few artists. Dennis spoke to the olive oil place, Il Fiorello Olive Oil Company and they showed interest in this event, but they also advised Dennis that they will not be participating in The Crush–Open Studios this year. There's a new winery on Gordon Valley Road, Fairfield, Ryan Darrall Wine, who showed interest in participating in the Winery PopUp – but first, he will be visiting the event at Mangels to see how it goes.
- F. Grants: Dennis Ariza spoke to Annette Batchelor who suggested that we use AI to answer questions on the application. We tried it and it worked out quite well. We will be applying for one grant, a \$30,000 grant (*operational grant*), and he had a meeting with Jennifer Corcoran and Cherol Ockrassa, and they went over the questions and were able to answer the questions right away. Dennis Ariza is also looking into a \$300,000 grant to be used to enhance our budget, to cover some of our costs, and in providing our past budgets it showed we lost money at our events, and it will give us opportunities to continue with our programs.

**IX. Art on the Vine 2025 (Dennis Ariza)**

Art on the Vine (June 7 and June 8 – 10am to 5pm):

- (1) Music: Dennis Ariza has confirmed the groups Nacho and the Dollar Menu, Quiet Nacho, and Steve Hanson's Duo will be performing Saturday and Sunday. We will have a variety of music including classic rock, reggae, and jazz throughout the weekend.
- (2) Food: Mauricio's Brunch in a Box food truck and Sweet the Creamery are both returning.
- (3) Parking: Dennis Ariza, after some research, noted that we used the Kiwanis K-Kids a few years ago. Dennis is anticipating hearing from them by tomorrow; their leaders were interested in overseeing the parking. It will cost us a \$200 donation plus lunch.
- (4) Thursday Volunteers: Dennis needs volunteers for Thursday, prep work. JoRené Danel will come at 4pm – 6pm to help on Thursday.
- (5) Setup: Mike Foldhazi, Don and Cherol Ockrassa, Janet Barnes, and Laura Klein volunteered to help with the setup on Friday from 3pm to 7pm. Setup on Saturday will be at 7am and take down will be on Sunday at 5pm
- (6) Wine Sales: Dennis Ariza has volunteers to sell wine during AOV: Chuck Kingeter. Dennis but will need more volunteers for the weekend.
- (7) Sales: We need volunteers for the information booth and to sell t-shirts, mugs, wine glasses, etc. from 10am to 5pm. Judy Lloyd showed interest in working at the information booth; Dennis will contact her.

- (8) Insurance: We had an additional insurance cost of \$500 for use of BackRoad Vines for the weekend. Everyone else charges a lot more.
- (9) Booth Fees: Per Dennis Ariza, booth fees may have to be increased next year.
- (10) Wine Permit: We are operating under BackRoad Vines Wine Permit.
- (11) Banners: Replaced four AOV banners this year, but the Printer didn't like the colors, so he gave us six banners.

#### **X. Common Grounds CoffeeHouse**

- A. Members Show: Dennis Ariza said we extended the Members' Show; we did a change out of art recently.
- B. Art Meetups: Art Meetups are held at CommonGrounds CoffeeHouse during Sunday Intakes at 2pm. Tereasa Tso said in order to give artists advance notice of these meetups, the next one will be at the following Intake, and not the one next weekend.

#### **XI. New Business**

- A. Partner for Events, Types of Events, Chamber of Commerce, AOV: Dennis Ariza introduced Richard Tso, Tereasa's husband. Richard Tso said he spoke with Dennis Ariza about expanding the art association, enhancing, or promoting it. He asked the Board what their vision was for the next five years. Richard stated that Mountain View Art & Wine Festival is the number one, premier art and wine festival in Northern California, drawing two-hundred and fifty thousand people in a weekend. They originated about thirty years ago. Suisun Valley was voted number five as the best winery places in the United States. Richard has spoken to his friends, who are elected officials, and they would like to see this art association grow and collaborate more with other entities such as the Chamber of Commerce. Richard spoke about the importance of collaboration, and he also suggested a variety of ideas for growth that he witnessed in other cities. Cherol Ockrassa discussed many ways that we are actively involved in Fairfield and Suisun City and also the demographics of our volunteer-based art association. Dennis Ariza tabled this discussion, and we can pick it up at the next meeting or put together a sub-committee.
- B. Juried Art Show, Photography Category: Dennis Ariza announced that he met with member photographers since we have had issues in photography categories at the JAS. An updated list of photography categories was created for the Juried Art Show; the list was distributed at the Board Meeting. We changed black and white photography to mono photography (*because it has one color in it*), color photography (*anything done with film*), and digital art (*digital art, computer art, drawing on photos, use of digital software such as Corel Draw, Photoshop, Adobe Elements, Adobe Illustrator, Procreate*). We will not have an enhanced photography category. Months ago, the Board voted not to have AI photography. A new category, photographic art (*it must be your original work /images and can be included in a collage or montage*). These categories are based on the descriptive categories from Professional Photographers of America. We will now have four photography categories. Dennis is requesting the Board's approval to change /add another category. Dennis will be updating the categories on our website. So, when you click on a photography category, a description will pop up.

Motion: Dennis Ariza introduced a motion to approve the addition /change of a new photography category to the Juried Art Show. Motion was seconded by Cherol Ockrassa. Unanimous Vote. Motion carried.

#### **XII. Next Meeting**

Board Meetings are scheduled for the third Wednesday of each month. Board Members will be reminded of meetings via e-mail.

#### **XIII. Adjournment**

Dennis Ariza adjourned the meeting at approximately 10:42am.