



FAIRFIELD-SUISUN CITY VISUAL ARTS ASSOCIATION

www.fsvaa.art

BOARD MEETING MINUTES — JULY 2021

I. FSVAA Regular Board Meeting was held on Wednesday, July 21, 2021

Meeting was called to order at 7:01pm online via Zoom by Dennis M. Ariza, President.

In Attendance: Dennis Ariza, Janet Barnes, Lucy Foldhazi, Laura Klein, JoRené Danel, Cherol Ockrassa

Absent: Doug Cooper, Ken Chew, Robin Rossi, Dennis Sheil

Motion: Dennis Ariza introduced a motion for approval of the June 2021 FSVAA Board Meeting Minutes. Motion seconded by Janet Barnes. Motion carried.

II. Finance Report (*Laura Klein*)

Laura Klein submitted the June 2021 FSVAA Profit & Loss Detail reports via email prior to the Board Meeting. The P&L dated June 2021, showing a net income of \$518.57. In her email, Laura reported \$2,294.49 profit for Art on the Vine. Per Laura, there were six new sales in June that will appear in the July P&L report.

III. Membership (*Doug Cooper*)

In Doug's absence, Dennis Ariza reported there were no changes to the membership totals.

IV. Ambassadors (*Cherol Ockrassa*)

- A. June Ambassador Report per Cherol: 40 regular shifts; 1 missed shift (*Dennis Ariza covered it*); 1 worked 7 shifts; 4 worked 2 shifts; 1 worked 3 shifts. Cherol will email the precise numbers to the Board.
- B. The Board discussed ways a Member can serve FSVAA if they are unable to document or are ADA. Janet Barnes suggested we make a list of the jobs available for those unable to document and work from there. Dennis Ariza asked Lucy Foldhazi to type a list of these jobs and we will add a description for each one. We will be sending this alternative job list to those Members. Some of the ideas brought up were:
 - a. Help Laura Klein with finances.
 - b. Help on Intake day.
 - c. Help with Marketing and /or call Members by phone.
 - d. Send out Care Cards to Members that are ill, etc.
 - e. Help by screening new applicants.
 - f. Help Dennis Ariza with monthly newsletter, researching local art events on the web.
 - g. Help with screen rental paperwork.
- C. Cherol Ockrassa mentioned that she sent out an article to the Board last week that had great ideas on how to get more people involved.
- D. Cherol Ockrassa recommended that maybe we can get some members to double up to document if that makes them more comfortable than documenting alone.

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

- A. Gift Shop (*JoRené Danel*): JoRené Danel suggested that we make some of the pricing visible on a few art pieces in the Gift Shop.
- B. Janet Barnes moved a few things and put JoRené Danel and Cherol Ockrassa's art in the window for interest. Dennis Ariza said people still talk about 'Carson' and he hopes to put 'Marvin is in Love' in the front window to attract more visitors. We will eventually place a 'Gift Shop' 4x6 sign in the window.
- C. 'Texture' Exhibit: Dennis Ariza reported that we haven't had any sales in the current show to date.
- D. The next show is called 'The Natural World', Sept 8 – Nov 6. Intake will be on Sunday, Sept 5. JT Whittaker will be the featured artist.
- E. Solano Town Center Gallery:
 - a. The A/C went out again. Temperature in the room was 81-degrees but thermostat was set at 70-degrees. Dennis Ariza will be meeting the Operations Manager tomorrow (7/22).
 - b. Janet Barnes reported that these last few shows haven't had enough artwork to spread out. She suggested that we move the Featured Artist to the back room. Cherol Ockrassa suggested that we place a sign on the back wall with an arrow, directing people to the back room.

VI. FSVAA (Dennis Ariza)

- A. Social Media:
 - (1) Lucy Foldhazi said everything is going well on Social Media and we are receiving good feedback.
 - (2) Dennis Ariza has been posting FSVAA events on the Neighborhood app.
- B. Dennis Ariza stated that Pat Calabro will be making a separate monthly newsletter (*taking information from our regular monthly newsletter*) to send to Friends of FSVAA, removing all member information.
- C. KVIE Questionnaire: Dennis Ariza is sending a questionnaire to our Members that have been selected for the KVIE Auction.
- D. New Screens: Dennis Ariza purchased a hundred tags, 1-100 for inventory control of screens. Dennis has also created a rental form.

VII. The Crush

- A. The Marketing Committee is comprised of 15 Members but only 5 attended the meeting on July 14. We will be marketing The Crush using tv spots, radio spots, and hopefully meet the deadline to post in Your Town. The meeting went very well, and the Committee had great ideas. We learned that Channel 3 is the only local channel with a Sacramento event calendar.
- B. The band, Yuppie Liberation', who plays classic rock, will be performing at a cost of \$800 for 3-1/2 hours. Yuppie Liberation is the only band scheduled for the day.
- C. Cleanup Committee: Cherol and Dan Ockrassa will be working cleanup and Mike Foldhazi volunteered to work all day in setting up, cleanup during the day, and help with tear down.
- D. Village 360 set up a special menu and The Landing's food truck will be available.
- E. The Crush Call to Artist cards are available at the STCG and can be picked up there for anyone that wants to distribute them.

VIII. Village 360 Gallery

- A. Docents: Members in good standing will be showing their art in the Village 360 Gallery.
- B. Commission: Dennis Ariza recommends a 10% commission from sales to cover expenditures like cards, hooks, and other supplies beginning with the next show at Village 360. Shows are usually every two months.
- C. Sunday Brunch: Per Dennis Ariza, haven't had good sales so far. Pat Calabro will be there next Sunday.
- D. New Show: The next show is scheduled in August.
- E. Passport Sunday: Dennis Ariza announced that BackRoad Vines will be one of the stops on Passport Sunday, to be held Sunday, August 8. Docents for the day at Village 360 will be: 11am – 2pm Shift, Barbara Smithson, Mike Foldhazi, and Kathy Shepard; 1-4pm Shift, Annie Johnson, and Pat Calabro.

IX. New Business (Dennis Ariza)

- A. Art Classes: The Mall asked us to have art classes to be held in a classroom in the Food Court. Laura Klein would like to do an acrylic painting class for a date night. Laura Klein plans to do an Art Camp once a month. Jim Puff wants to do a watercolor painting class for a date night.
 - (1) Cherol Ockrassa suggested that maybe we can have an art date night at Village 360 instead of the Mall.
- B. Holiday Art Fair: Dennis Ariza said we will be having a fair in the Mall where artists will be setting up booths throughout the Mall. There will be no charge for this event; no dates scheduled to date.
- C. Macy's Art Classes: Dennis Ariza was contacted by Christopher to discuss starting up art classes again.
- D. Dennis Ariza was contacted by the Suisun Library to display art pieces. Art should be 16x20; they will have space for 5-6 pieces. Dennis will need to get details on how art will be hanging on the walls. Let Dennis know if you are wanting to participate.

X. Next Meeting

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

XI. Adjournment

Dennis Ariza adjourned the meeting at 8:34 pm.