



# FAIRFIELD-SUISUN CITY VISUAL ARTS ASSOCIATION

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

## BOARD MEETING MINUTES — JUNE 2022

### I. Call to Order

FSVAA Regular Board Meeting was held on Wednesday, June 15, 2022.

Meeting was called to order at 6:05pm online via Zoom by Dennis M. Ariza, President.

In Attendance: Dennis Ariza, Lucy Foldhazi, Doug Cooper, Ken Chew, Cherol Ockrassa

Arrived Late: JoRené Danel, Janet Barnes

Absent: Laura Klein, Robin Rossi, Dennis Sheil

### II. Approval of Minutes

Motion: Dennis Ariza introduced a motion for approval of the May 18, 2022, FSVAA Board Meeting Minutes.

Motion seconded by Cherol Ockrassa. Motion carried. Ken Chew commented how detailed the minutes are; impressive.

### III. Finance Report (*Dennis Ariza for Laura Klein*)

Laura Klein submitted the May 2022 FSVAA Profit & Loss report via email prior to the Board Meeting. The May P&L showed a net income of \$1,135.18.

### IV. Membership Report (*Doug Cooper*)

Doug Cooper reported that we currently have 71 active members, which includes 1 student, 8 family members, 5 support members (*not included as regular members*) and 76 on the roster.

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

A. May 2022 Ambassador Report for STCG per Cherol Ockrassa: 42 regular shifts; 1 worked Intake; 5 docents trained; 0 co-docented; 21 worked 1 shift; 6 worked 2 shifts; 1 worked 6 shifts — 33 Members worked overall in the STCG.

B. May 2022 Ambassador Report for Village 360 Gallery per Cherol Ockrassa: 21/24 possible shifts; 2 shifts closed (*facility rented*); 0 docents trained; 0 co-docented; 12 worked 1 shift; 4 worked 2 shifts; 1 worked 3 shifts — 17 Members worked overall in the Village 360 Gallery.

### VI. Solano Town Center Gallery Report (*Dennis Ariza*)

A. Gift Shop (*JoRené Danel*): JoRené Danel reported that she went to the Solano Town Center Gift Shop and did a monthly update, which included removing items from the binder that had sold. There were some items removed from the Gift Shop because of Art on the Vine.

B. Return of Blue: Reception will be held Saturday, June 25, 4–6pm at STCG.

C. Intake: Per Dennis Ariza, intake for the next show will be July 10.

D. New Lease: Dennis Ariza said he is waiting on a response on lease renewal.

### VII. FSVAA Report (*Dennis Ariza*)

A. Social Media: Lucy Foldhazi reported that our accounts on Social Media went through many changes in the past month. Our profile on our 3 Instagram accounts reflect Village 360 Gallery as suggested. The highlights on Instagram include logos to Village 360 and BackRoad Vines as suggested. More stories were posted on Instagram and even re-posted many posts and stories that others posted about Art on the Vine.

Last Wednesday, Yolie of Fairfield Welcome Center came to the Gallery and introduced herself. She mentioned that a lot of organizations give them a list of events they have planned for the year so they can post about them on Social Media and their website. I directed her to the website and when I later looked, noticed that many events were not listed on our website, so I entered upcoming events on the calendar.

Many photos were uploaded from Art on the Vine on our FB page photo album and some on Instagram. Lots of the posts from IG, were re-posted by other organizations.

Our IG followers have increased in the past month. Our FB page has seen an increase in those liking our page. It has been a positive experience and we saw a big increase in traffic.

- B. Website: Dennis Ariza reported that our website searches were up 473%.

**VIII. Event: Art on the Vine Report** (*Dennis Ariza*)

- A. Cherol Ockrassa thanked the following people for all their hard work to make Art on the Vine a success: Mike Foldhazi, Doug Cooper, Ken Chew, and JoRené Danel.
- B. Dennis Ariza held an online meeting with the following people to discuss AOV and the surveys that were returned: Cherol Ockrassa, Mike Foldhazi, and Chris Naughton.
- C. Next year we may want to hire a jazz band and a guitar player. We may also change the hours for AOV to 10am to 5pm or 11am to 5pm.
- D. Art on the Vine is booked for June 10-11 for 2023.

**IX. The Crush Report** (*Dennis Ariza*)

The Crush is scheduled for Saturday, September 24, 10am – 6pm at Village 360. The bands, Flashback and Netty & the Liberation Front (*played at Art on the Vine*) will provide music.

**X. New Business** (*Dennis Ariza*)

Per Dennis Ariza, this is the status of events are on our website: The Crush will be held in September; Black Friday is on the calendar for November; Spring Forward is not booked yet; we may extend to Caymus. Dennis Ariza was invited to their monthly meeting and will get more information then. We will need good signage for The Crush and Black Friday to direct people accordingly.

**XI. Old Business**

- A. Per Dennis Ariza, at the last Board meeting, we had voted to give a 10% discount at the Village 360 Art Gallery to Wine Club Members of the Village 360. After a discussion with Jody, it was decided that there will not be a regular discount.
- B. Solano Art Council: Janet Barnes reported that this Council is discussing ways to bring more art into Downtown Fairfield; nothing specific is scheduled to date.
- C. Storage /Organizing: Dennis Ariza said he will push this back a bit.
- D. RPM: Per Dennis Ariza, he met with the organizers of the Suisun City RPM. They have invited us to participate at an event on September 17 at the Joseph Nelson Center in partnership with the Suisun City Recreation, Parks, Marina, and Arts Commission (RPM). They are taking care of everything, and they will be contacting artists using their websites on the FSVAA website.
- E. Return to Suisun City: Dennis Ariza said currently there are not any properties available in Suisun City to use as an art gallery.

**XII. 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.

**XIII. Adjournment**

Dennis Ariza adjourned the meeting at 7:17pm.