



FAIRFIELD-SUISUN CITY VISUAL ARTS ASSOCIATION

www.fsvaa.art

BOARD MEETING MINUTES — JANUARY 2022

I. Call to Order

FSVAA Regular Board Meeting was held on Wednesday, January 19, 2022

Meeting was called to order at 7:01pm online via Zoom by Dennis M. Ariza, President. Dennis Ariza recorded the Zoom meeting because Lucy Foldhazi was absent but volunteered to type the minutes from the recording. Dennis said he will also be taking notes.

In Attendance: Dennis Ariza, Laura Klein, Doug Cooper, JoRené Danel, Ken Chew, Cherol Ockrassa

Absent: Janet Barnes, Lucy Foldhazi, Robin Rossi, Dennis Sheil

Guest: Marie (*Solano County*)

II. Approval of Minutes

Laura Klein introduced a motion for approval of the November 17, 2021, FSVAA Board Meeting Minutes.

Motion seconded by Doug Cooper. Motion carried. For the record, We did not have minutes from the unscheduled meeting we had after that one, in December. Lucy Foldhazi was unable to attend that meeting.

III. Finance Report (*Laura Klein*)

- A. Laura Klein replied to a question from Dennis Ariza about Gift Shop Sales. Different titles were given to the sales, one said Gift Shop Sales and the other said Art Sales Others. After looking into it, she said they were both Gift Shop Sales.
- B. Ken Chew wanted to know that if the amount on the Report included taxes in Gift Shop Sales, and Laura Klein replied that sales tax is always input into QuickBooks. Ken noticed that in the Report that sales taxes collected are listed as an expense, but they are not. It shows that included in those expenses, there are \$222 of sales tax collected that were reported as expenses but they are not really an expense. Laura said that when something sells in the Gift Shop, she inputs the sale amount, then she inputs the sales tax amount, and if paid on a credit card, she inputs the credit card charge. She wondered if there is a problem in the way she is recording the transaction. Laura believes that when you collect the sales tax it is noted as an income and then when you pay the sales tax to the State annually, it is withdrawn as an expense. Dennis Ariza explained that when the category Sales Tax was created, there should have been a drop-down box listing different categories options, such as expenses, others. There should have been an option to say taxes; then go back and choose that Tax option. This way it will track Sales Tax separately.

IV. Membership Report (*Doug Cooper*)

- A. Doug Cooper reported that we have 53 regular members, which includes 14 family members (*but we have one person as a member but no others from his family*) and 5 support members. We have 72 members listed on our roster.
- B. Doug Cooper said of all the members, 39 are not paid for renewal membership and 34 have paid. Per Dennis Ariza, we may have to split the roster and start calling people about their annual renewal. Doug will be sending out another email reminding people to renew their membership for 2022. Dennis is planning to give them until January 30 to respond; said it is easier for him to contact everyone via email.
- C. Cherol Ockrassa suggested that when we call people about their membership, should we ask them if they would rather be listed as a supporter instead of an active member. Dennis Ariza will be moving names of those that have been dropped from the roster to a group called 'Friends of the FSVAA,' and they will still get information from a separate newsletter about upcoming events.
- D. Board members had an in-depth discussion about active memberships, inactive memberships, rosters, and sponsors.

V. Ambassadors Report (*Cherol Ockrassa*)

- A. November 2021 Ambassador Report per Cherol Ockrassa: 34 regular shifts; 1 shift missed (*Ken Chew picked it up*); 6 shifts closed (*JAS, Thanksgiving*); 2 docents trained; 2 worked 5 shifts; 3 worked 2 shifts; 18 worked 1 shift — 25 Members worked overall in the STCG.

- B. December 2021 Ambassador Report per Cherol Ockrassa: 44 regular shifts; 1 shift missed (*Ken Chew picked it up*); 2 shifts closed (*Christmas*); 1 docent trained; 1 shift co-docent; 1 worked 6 shifts; 7 worked 2 shifts; 25 worked 1 shift — 33 Members worked overall in the STCG.
- C. December 2021 Ambassador Report for Village 360 per Cherol Ockrassa: 21 regular shifts; 1 shift facility rented out; 7 shifts no docent; 6 worked 1 shift; 4 worked 2 shifts — 10 Members worked overall in the Village 360 Gallery.
- D. Laura Klein asked if a member works two shifts at the Village 360, would it be enough to cover the available shifts. Cherol Ockrassa said we only have room for 15 people and that does not cover all the shifts.

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

- A. Gift Shop (*JoRené Danel*): JoRené Danel said everything displayed on the walls have price tags on them. She pulled items down from Artists that have not been docenting. JoRené said she is becoming a bit firmer in following our policies. JoRené asks that only she and Cherol move things around in the Gift Shop; she has noticed that others have been doing this. She is wanting new pictures on the website and whenever there is a changeup in the seasons, she would like the website to be updated. Dennis Ariza asked JoRené to remind him.
 - (1) Cherol Ockrassa reported that we have new members that want to be part of the Gift Shop and Village 360, but they do not docent in the Gallery. Cherol wonders if we should have a 3-month window or tell them they can begin bringing things in at the next intake. Laura Klein agreed in telling them that starting at the next intake would be best, especially after their training and once they have worked as a docent on their own; does not see a need for a 3-month waiting window.
 - (2) Cherol Ockrassa discussed the print racks – they are unapproachably full. They need to be thinned out or add some more racks. Dennis Ariza would like to see them thinned out. Ken Chew suggested that we set a limit as to how many prints a rack can hold, and once that limit is filled, we start a waiting list, this way we can rotate items judiciously. Everyone thought this was a great idea. We need to figure out how many prints fit properly in the print rack, see how many Artists display prints, and then divide that number to figure out a limit of how many prints per Artist can be displayed on the print rack. Dennis Ariza mentioned that it should be JoRené Danel's decision because she runs the Gift Shop.
 - (3) JoRené Danel wondered if we should have a sign on the window or door, letting people know that there is no charge to enter the Gallery. We once talked about having a sign on 'Carson.'
Dennis Ariza said the Docents need to be observant and encourage people to come in.
- B. Internet Service: Dennis Ariza upgraded the Internet service in the Gallery. No more hot spot and unplugging it when it overheats. Per Laura Klein, it seemed a bit slow during a transaction. Dennis Ariza said we may need a booster, that we can plug in near the TV. He will talk to AT&T.
- C. TV Replacement: Dennis Ariza replaced the TV in the Gallery. The old TV went out.

VII. FSVAA Report (*Dennis Ariza*)

- A. Social Media: Per Dennis Ariza, the website is still getting a lot of hits on the website. The FSVAA had a good article published that Amy McGinnis wrote about the current show that came out last week. There is a copy of it on the counter. Last Friday, was Amy's last day; she retired. Dennis will find out who is replacing her so we can continue to have our stories published in the local paper. A few days ago, there was a complimentary article in the Vacaville paper about the show; Vacaville called Dennis Ariza and interviewed him. A few weeks ago, we updated our website, it now includes the calendars, the forms and we are now only paying \$10 more than previously. We were paying Wix \$47.88 for each calendar per year, for the Google calendars, Event calendars, and the Docent calendars and the forms had a limit of 10 people per month to use them. Dennis was using a separate company, Jot Form but they wanted to charge us \$25 a month if we had more than 10 people using the forms. Now we do not have to worry about how many people sign up for an event. Dennis also added a new button (tab) on the website, labeled FSVAA Art Festivals.

- B. Art Donation: We received about 90 art pieces; we will inventory the art next Monday. Laura Klein suggested a fixed price for each item. Per Laura, the family who donated the art is all about the arts and they are okay with how we spend the money from sales, whether it is for the student art shows or if we donate the money to the local high school art programs. Dennis already has a donation letter written about how we will use the money. Laura said she had already sent them a donation letter using the wording from our mission statement and she has a copy of it. They had requested it and wanted it right away. Laura said she will send the Board a copy of the letter she sent. Cherol Ockrassa asked how we foresee this event at the Village 360 happening. Dennis Ariza said it will be advertised through the newspapers and marketed just like other events. Laura Klein said the public attending the event will know there are set prices and know where the money from the sales will go ahead of time. Dennis created a database and will be taking photos of each piece and then will print out a completed report with all that information. The Event will be held in the bottom floor conference room of Village 360. We will be using our screens to display the art. Dennis said we will discuss this further in the near future.
- C. High School Donations: Dennis Ariza mentioned that he remembers that we recently voted on giving a \$500 donation each to three high schools in Fairfield: Armijo, Rodriguez, and Fairfield. With the student art show, Dennis is learning there are a lot of new art contacts at the schools, many teachers are no longer there, or some teachers are in different positions. He would like some of the Board Members to join him in meeting the art teachers and the principals.

VIII. Event: Spring Forward Art & Demo Days (*Dennis Ariza*)

- A. Event Date: March 12 & 13, 2022, 10am to 5pm
- B. We have sold six booths so far. We have space for 28 booths. We have two demos confirmed and two more artists that are interested in doing a demo: Pat Calabro and Donna Harris.

IX. Village 360 Gallery Report (*Dennis Ariza*)

- A. Dennis Ariza has been trying to fill all shifts with docents. Our priority is to keep the Mall Gallery open.
- B. If a customer sees a piece that they like, they can go online and purchase it, and after showing their receipt, can pick up their art piece at the Gallery. Cherol Ockrassa asked if we can add the artist's QR Code to the art. This way when a customer uses their phone camera to scan the code, it will take them right to the artist's website. Dennis Ariza would like to put the QR Code on the sign at the Village 360, so if no docent is present, it would take the customers to our website so they can purchase art.
- C. Art Donation Sale: Will be held at Village 360, downstairs conference room. Dennis Ariza wants to get a few months of advertising before holding this event. We are anticipating it after the children's art show.

X. New Business (*Dennis Ariza*)

- A. Marketing Committee: This committee met last week; working on the student high school show by contacting the schools with current information.
- B. Children's Art Show: The Mall wants to sponsor the children's art show for 10 days, March 30-April 10. Area will be corded off. Then we will move some of the art to the Solano County Library in Fairfield.
- C. Art Classes: Jim Poff will be holding a watercolor class in Village 360 on Saturday, January 22. Mary Rieche is doing a two-day class, February 19 & 20. The Mall is looking for an art teacher to do a Valentine's Day theme for date night at the Mall at the old Common Grounds.

XI. Solano County Guest

Mari from Solano County asked the Board a few questions about what we wanted in a community.

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 8:45pm.

Prepared by Lucy Foldhazi. FSVAA Board Secretary from a Recording of the Zoom Meeting