



FAIRFIELD-SUISUN CITY VISUAL ARTS ASSOCIATION

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BOARD MEETING MINUTES — JANUARY 2023

Call to Order

FSVAA Regular Board Meeting was held on Wednesday, January 18, 2023.

Meeting was called to order at 7:07 pm via Zoom by Dennis M. Ariza, President.

In Attendance: Dennis Ariza, Janet Barnes, Lucy Foldhazi, Laura Klein, Doug Cooper, JoRené Danel, Ken Chew, Robin Rossi, Cherol Ockrassa

Absent: Dennis Sheil

I. Approval of Minutes

Motion: Cherol Ockrassa introduced a motion for approval of the FSVAA Board Meeting Minutes dated November 16, 2022.

Motion seconded by JoRené Danel. Motion carried.

II. Finance Report (Laura Klein)

Laura Klein submitted the January through December 2022 Profit & Loss report to the Board Members via email. The P&L showed a net income of \$ 5,258.93. In a separate email, Laura Klein submitted an additional breakdown of figures from the 2022 report, listing the event and the income from that event. Each event showed a positive amount. The Board discussed all the figures in detail.

III. Membership Report (Doug Cooper)

Doug Cooper reported that we currently have 85 members in all, which includes 3 students, 8 family members, 7 support members (*not included in regular member count*); there are 78 active members on the roster. Doug mentioned that his records indicate that 42 out of the 85 have paid their 2023 dues. Laura Klein, Dennis Ariza, and Doug Cooper will review their records to be sure that their records match. Doug Cooper sent out email with prorated amounts to some members. Dennis Ariza is sending an email to those who have not renewed. Dennis Ariza reminded everyone to make sure each membership application is filled out completely.

IV. Ambassadors Report (Cherol Ockrassa)

- A. November 2022 Ambassador Report for STCG per Cherol Ockrassa: 26 regular shifts; 7 shifts closed (6 JAS & 1 Holiday); 1 Intake; 1 docent trained; 1 co-docented; 18 worked 1 shift; 2 worked 2 shifts; 1 worked 3 shifts — 22 unique members worked.
- B. December 2022 Ambassador Report for Village 360 Gallery per Cherol Ockrassa: 44 regular shifts; 1 shift closed (Holiday); 3 docents trained; 2 co-docented; 28 worked 1 shift; 3 worked 2 shifts; 1 worked 3 shifts; 1 worked 5 shifts — 35 unique members worked.
- C. November 2022 Ambassador Report for Village 360 Gallery per Cherol Ockrassa: 16 available shifts; 1 shift closed (rented out); 2 no-shows; 1 co-docented; 15 worked 1 shift — 15 unique members worked.
- D. December 2022 Ambassador Report for Village 360 Gallery per Cherol Ockrassa: 19 available shifts; 3 shifts closed (3 rented out, 1 Holiday); 1 Intake; 1 docent trained; 3 co-docented; 12 worked 1 shift; 3 worked 2 shifts; 1 worked 3 shifts — 16 unique members worked.
- E. Cherol Ockrassa sent the Board via e-mail the monthly list of members in good standing.
- F. Per Cherol Ockrassa, she said generally scheduling docents for the STCG is easier than it used to be and during the summer it was harder to get all shifts covered. She feels there is a better understanding of the requirements of membership and the recurring monthly slots are working well.
- G. Cherol is still looking for a replacement for Mark Frazzita, who used to send out weekly reminders to docents that are scheduled to work.

V. Solano Town Center Gallery Report

- A. Gift Shop (*JoRené Danel*): JoRené Danel reported that we did not receive many new items at Intake for the Gift Shop but was able to move things around and make a beautiful display. JoRené wants to buy a few clear acrylic blocks to use as elevation for art pieces to make the displays more interesting. The Board agreed she would be able to do this. JoRené would also like to have labels for products like the ones at Village 360, with the name of the artist and the price. Dennis Ariza suggested that she can use an Avery template, use Word, and make labels at home.
- B. 59th Juried Art Show (*Janet Barnes*): Janet Barnes reported this year's Juried Art Show was one of the best that we have had; the booklet was beautiful. Janet thanked Lucy Foldhazi for all her help with it and Lucy credited Dennis Ariza with doing a beautiful job on it. The Juror's Talk had great participation and all three Jurors were present. Janet Barnes suggested that next year we need to schedule the Jurors Talk from 12-2pm and have two hours between the talk and art pickup, to allow more time for Juror /Artist interaction and reception time. Janet suggested that we hold the Intake on

Monday instead of Sunday to make the afternoon flow better. She said in the past we held Intake on Mondays.

Dennis Ariza declared that we had a great turnout to both receptions.

- C. Robert Emmering, Trainer: Dennis Ariza and Cherol Ockrassa want to work with Robert and give him a thorough understand of all FSVAA policies and fully train him on the Square.
- D. Children's Art Show, February 22 – March 4: This show is for children through the 8th Grade. Last year we only had 3 entries and the year before we only had 1. This year Dennis Ariza contacted the secretary at every elementary school to inform them of this event and asked them to inform the teachers. If we only have a small participation from the schools, the remainder of the space in the Gallery will be used for a free member show.
- E. High School Art Show, March 8 – April 1: Dennis Ariza said he has heard back from most of the art teachers. Dennis is still working on the details.

VI. Village 360 Gallery Report (Dennis Ariza)

- A. Black Friday, November 25–27, 2022: Dennis said he learned there were many events held that same weekend. In the future, we may just do Friday and Saturday and not include the Sunday.
- B. Spring Forward Art and Demo Days, March 11-12, 2023: This is an indoor event. Registration will open up soon, \$75 for non-members, \$60 for members, and \$50 for members to have a shared booth. Demos will be scheduled at a certain time.
- C. Art Changeout: We will have Intake at Village 360 on Friday, January 27, 9am – 1pm.
- D. Art Reception /Poetry Reading: This event will take place on Sunday, January 29, 4-6pm at Village 360. We will have a 20% off artwork to the Wine Club members and to FSVAA members during the reception. Village 360 will be releasing a new wine that day.

VII. FSVAA Report

Social Media (*Lucy Foldhazi, Facebook /Instagram*): Lucy Foldhazi reported on all the marketing that she did for Black Friday and the Juried Art Show during the months of November and December. Lucy spoke on the comments she heard from members who could not find any posts on social media about these events and how traffic was slow during the Black Friday event. She advised everyone of the many events that were happening locally (*and listed* them) during those same three days. She posted almost every day about the Black Friday via posts and stories but unfortunately without any likes, comments, and resharing, these posts fell back and out of site. Lucy informed everyone of the importance of liking, commenting, and sharing our events onto your own profile page. The algorithm of interaction is what makes a post stand out among all the competition. She read the stats on the amount of likes we did (*and did not*) receive and if posts were shared (*or not shared*). We do need everyone's input to make our social media pages successful.

VIII. New Business (Dennis Ariza)

- A. STCG: Ken Chew noted that the drawer under the iPad has been left open with money bag in full view. We need to keep reminding people to lock the drawer. Laura Klein suggested that maybe we need to find something that does not look like a money bag.
- B. Gift Certificates: Dennis Ariza suggested that we need to have training on the purchase and use of gift certificates. We have sold a few gift certificates, but they have not been redeemed.
Scavenger Hunt: Dennis Ariza said we need to make sure that the Scavenger Hunt forms are filled out completely, we will then have a drawing for a \$15 gift certificate.
- C. Cherol wants to open up shifts and have docents volunteer to drop in at the Gallery for about 15 minutes to make docents more comfortable by answering any questions they may have, learn how to fill out forms correctly, balancing the drawer, etc. She has received names of volunteers that agreed to do this.
- D. Art Classes /Grants: Dennis Ariza has money from a Grant to provide free art classes for children. He's been working with the Mall to get a space to have these classes in. Dennis is also working with Solano Art Counsel and the CA Art Counsel. He will also be pushing members to be active on our Committees.

IX. Old Business

Per Janet Barnes, this will be the last year of Assist-A-Grad done by the same group. There's a strong probability that another group may be taking over.

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 9:17 pm.