



FAIRFIELD-SUISUN CITY VISUAL ARTS ASSOCIATION

www.fsvaa.art

BOARD MEETING MINUTES — JUNE 2024

Call to Order

FSVAA Regular Board Meeting was held on Wednesday, June 19, 2024, at the Solano Town Center Gallery. Meeting was called to order at 9:03am by Dennis M. Ariza, President.

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

Absent: Dennis Sheil

I. Approval of Minutes

Dennis Ariza raised a question to Jennifer Corcoran from the May Board Meeting as to how we are going to reference the amount we pay artists for their sales in QuickBooks. It was decided that we continue using ‘Artist Percentage.’

Motion: Dennis Ariza introduced a motion for approval of the FSVAA Board Meeting Minutes dated May 13, 2024. Motion seconded by Cherol Ockrassa. Motion carried.

II. Finance Report (Jennifer Corcoran)

- A. Jennifer Corcoran submitted the May 2024 Profit & Loss report. The P&L showed a net profit of \$1,414.68.
- B. Jennifer reported that the Art Auction brought in \$945. (*note update in old business*)
- C. Dennis announced that he has appointed Robert Emmering as Assistant Treasurer.
- D. STCG Supplies: Jennifer noted that the -\$98.94 on the report references that chair we returned.

III. Membership Report (Robert Emmering)

- A. Per Robert Emmering’s report submitted via email: we have 93 total people on the roster, which includes a membership count of 1 staff member, 2 family members, 3 students, 79 individuals for a total of 85 active members on the roster; Others include 6 support members and 2 volunteers, for a total of 8.
- B. Resignation: Jim Poff resigned as a member of FSVAA.

IV. Ambassadors Report (Cherol Ockrassa)

- A. May 2024 Ambassador Report for STCG per Cherol Ockrassa: 44 regular shifts; 0 shifts closed/rented; 0 no show; 1 Intake; 0 docents trained; 1 shift co-docented; 29 worked 1 shift; 6 worked 2 shifts; 1 worked 6 shifts — 36 unique members worked.
- B. May 2024 Ambassador Report for Village 360 Gallery per Cherol Ockrassa: 1 regular shifts; 17 shifts closed/rented; 0 no show; 0 Intake; 0 docents trained; 0 shifts co-docented; 1 worked 1 shift — 1 unique member worked.
- C. Per Cherol, there was a cooking event with a known chef at Village 360. Because of this event, there were many people going through the area making the art work visible.
- D. Cherol Ockrassa has been having trouble filling shifts lately.

V. Solano Town Center Gallery Report

- A. Gift Shop (*JoRené Danel*): JoRené Danel said that at the last intake we didn’t receive a lot of new art. She believes Art on the Vine contributed to this, as artists held back art to show in that event. John Rieger removed all his ceramics from the Gift Shop. So, JoRené had to move things around to fill in the empty spaces.
- B. Art Classes: Art in the Community is held once a week on Mondays by Camille Hulbert using money from a grant she received under FSVAA sponsorship. There are three art classes left at STCG and Journey Coffee.
- C. Lease Renewal: Per Dennis Ariza, our lease renewal is in August, and he is still working on it. If it doesn’t get signed in time, we will go on a month-to-month lease. The mall has ten new shops coming in.

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

Per Dennis Ariza, Village 360 has a new building being built with construction starting later this year. They plan on having a designated art gallery.

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

- A. Per Dennis Ariza, the Intake at the Salon Collective GV Art Gallery took place on Monday, June 17, and we received fifteen new pieces, and he kept a few art pieces from the last show to fill the space.
- B. Dennis Ariza reported that there is no signage yet. He hopes to speak with Solano Management Company, who manages the building, about having a mural painted.

VIII. FSVAA Report

- A. Social Media:
 - (1) Lucy Foldhazi reported that she continually posted about Art on the Vine on multiple sites and people there were resharing the event. Because of that, we received new followers and new likes on our FB page. Photos from the current art show and from Art on the Vine have been posted.
 - (2) Member Care Report: Lucy Foldhazi reported that three birthday cards have been mailed since our last Board Meeting, and one sympathy card was sent to Robin Rossi.
 - (3) Website: Dennis Ariza reported that website visits went up to 1,400 during Art on the Vine.
- B. Insurance: The Solano Town Center requires stores with large front windows to have extra insurance because of the smash and grabs that were occurring. Dennis said we have ½” thick glass in the front. He has been unable to get an insurance quote. Insurance prices for glass are volatile and a quote lasts only 30 days. We have a policy and a quote pending lease negotiation.
- C. We’ve had a few issues arise with a specific member and the Board discussed this in detail.
- D. Downtown Gallery: The City Manager of Fairfield has asked us to open a gallery in the downtown area. The second floor of The Matt Garcia Foundation building is currently empty. Dennis Ariza will arrange a viewing of the space and let the Board Members know when it will be held. The address is 717 Texas Street in Fairfield.
- E. Suzanne Bruce has been an asset to FSVAA combining art with poetry reading; it has been very successful. The City may be renewing her contract and if they don’t, we will offer her a poetry reading director position at FSVAA.
- F. Bally Keal Estate: This venue has a large event center and has asked us to do individual artist art shows. They would also like to host a Winter Art Fair in February; we are looking at February 8 and 9, a two-day event.

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

Art on the Vine was held Saturday, June 8 and Sunday, June 9, 10am—5pm at BackRoad Vines

- A. Wi-Fi: The last bill from T-Mobile Hot Spot will be on July 15.
- B. Wine Sales: Dennis Ariza reported we made approximately \$2,534 at Art on the Vine. We had \$1,600 in wine sales compared to \$3,000 last year. We still have 120 glasses that were not sold.
- C. Advertising Costs were approximately \$1,700 (*Vacaville’s The Reporter, Fairfield’s Daily Republic, Your Town Monthly, KUIC Radio, etc*)
- D. Problems:
 - (1) Cherol Ockrassa noted that attendance was low this year.
 - (2) Dennis Ariza reported that last year we had 61 artists showing and this year we had 49.
 - (3) There were nine graduations held in the local area in that same time period.
 - (4) Volunteers: Dennis Ariza said we didn’t have enough help; not enough volunteers. There weren’t any artists to help on Friday afternoon, Saturday, and Sunday. Dennis thanked Mike Foldhazi for volunteering on Friday afternoon, Saturday and Sunday, and Janet Barnes for cleanup on Sunday afternoon.

Suggestions:

- (1) JoRené Danel suggested that we should have a point person because Dennis Ariza can’t oversee the entire event and at the same time manage his booth.

- (2) Cherol Ockrassa agreed; we should have an ‘Event Co-Ordinator’ for the event; maybe we increase the cost for each booth so we can pay someone. Cherol proposed that we make a list of duties for all events and the cost. Dennis Ariza will make a list of duties (*a job description*). Currently, Dennis Ariza sends out an email reminder to all volunteers but is unable to call everyone. We can have the Event Co-Ordinator handle this.

X. Art by the Bay (Dennis Ariza)

Art by the Bay will be held on Saturday, September 21, 2024, 10am—5pm in the Harbor Plaza, Suisun City.

- A. Flyer: Dennis Ariza presented a flyer that Carl designed but the Board said it needs more work. It was suggested that we get a redone flyer reviewed before printing.
- B. Letters: Noise and street closure letters will be sent out when we’re closer to the event.
- C. Volunteers: Dennis Ariza is still working on getting volunteers for this event.
- D. Test Electrical at Harbor Plaza: Dennis Ariza will be going to the area to see what is available.

XI. The Crush

The Crush will be a one-day event, Labor Day Monday, September 2, 10am—5pm.

- A. Multiple Locations: Dennis Ariza is pursuing venues in the area to hold The Crush Open Studio event. He is talked with the olive oil place, but they want to see a written proposal.
- B. Perks we can offer these businesses in a written proposal – create a booklet with business logos printed in it and a map showing locations to be visited with a list of vendors and artists; list their business as a sponsor on our website; place an ad in the newspaper listing them as a sponsor; tag their businesses in social media. They will only pay a host fee.
- C. Mangels Vineyard and the Suisun City Filling Station were both interested but they are not open on Mondays. Dennis will be viewing the Corner Store Gallery today at 12Noon.
- D. We need to start now to advertise this event so we can get the sponsors logo included.
- E. We will encourage the artists to view the sites; this is an outdoor event.
- F. Dennis Ariza will send an email to each Board Member for ideas on how to sell The Crush to local venues. We will need responses right away.

XII. New Business

Cherol Ockrassa brought in the 1st place ribbon she won at the MACC as a sample of something we may want to consider for our Juried Art Show. Janet Barnes and Dennis Ariza will research the company that makes them.

XIII. Old Business

- A. 80 Pieces of Art Auction: In May we collected \$945 and in June \$110, totaling \$1,055 total. Per Dennis Ariza, we achieved our goal. Dennis has the 15 canvases that did not sell. Laura Klein suggested that we sell raffle tickets and people can place their ticket in an envelope under each of the 15 canvases on a display screen; she saw this done at the Monterey Museum of Art. It was suggested that we do this at Art by the Bay, since it’s held at one location.
- B. KVIE Art Auction: Dennis Ariza reported that the STCG received the 30-minute commercial.

XIV. Next Meeting

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

XV. Adjournment

Dennis Ariza adjourned the meeting at 10:47am.