



FAIRFIELD-SUISUN CITY VISUAL ARTS ASSOCIATION

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BOARD MEETING MINUTES — JANUARY 2025

Call to Order

The FSVAA Regular Board Meeting was held on Wednesday, January 15, 2025, at the Solano Town Center Gallery. Meeting was called to order at 9:08am by Dennis Ariza, President.

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

Absent: Lucy Foldhazi, Dennis Sheil

I. **Approval of Minutes**

Motion: Cherol Ockrassa introduced a motion to approve the FSVAA Board Meeting Minutes dated December 18, 2024.

Motion was seconded by Ken Chew. Motion carried.

II. **Finance Report** (*Jennifer Corcoran*)

- A. Jennifer Corcoran submitted the December 2024 Profit & Loss report. The P&L showed a net income of \$1,446.41.
- B. Per Jennifer we had a good month in December, especially since our Membership fees came in and we had good sales at the Gallery. One art piece sold for \$975, and we had \$500 in Gift Shop sales. The largest expense was our web page renewal. Year to date we ended up with a \$850 loss, most of it was in January (2024) between donations and the breakfast, and the Juried Art Show. Jennifer provided a year-to-date recap for each of our annual events: YTD income, YTD Expenses, YTD Net. Also provided were advertising costs for these events. Dennis Ariza said the biggest expense overall was for the Solano Town Center Gallery, \$6,800 for the year (\$6,803 came in and \$6,870 went out); \$4,000 in annual advertising costs for all the different shows (*postcards, media advertising, banners, etc*). Jennifer agreed to correct any formula errors.

III. **Membership Report** (*Robert Emmering*)

- A. Robert Emmering submitted the Membership Report via email: we have 95 total people on the roster, which includes a membership count of 1 staff member, 2 family members, 3 students, 80 individuals for a total of 88 (*minutes corrected to 86 per audio recording and actual report*) active members on the roster; Others include 6 support members and 3 volunteers, for a total of 9.
- B. Robert Emmering reported that 37 have not paid /renewed their membership fees for 2025. Six have been removed from the roster this month (*they chose not to renew*).

IV. **Ambassadors Report** (*Cherol Ockrassa*)

- A. The December 2024 Ambassador Report for STCG by Cherol Ockrassa: 40 regular shifts; 1 day closed; 0 no show; 0 Intake; 1 docent trained; 2 shifts co-docented; 24 worked 1 shift; 6 worked 2 shifts; 1 worked 7 shifts — 31 unique members worked.
- B. The December 2024 Ambassador Report for Village 360 Gallery by Cherol Ockrassa: 18 regular shifts; 18 shifts closed/rented. Cherol was informed that we will not be scheduling shifts for Village 360 Gallery because they are rented.
- C. If okay with the Board, Cherol would like to regularly give out to a few members the date our Board Members are docenting, so they can schedule their day to co-docent with them. Cherol wants to be sure these shifts are covered.
- D. Cherol Ockrassa will be adding the Ambassador Report and Members in Good Standing Report to Google Docs.

V. **Solano Town Center Gallery Report**

- A. Art Intake:
 - (1) Detailed discussion to make sure members are signed up to docent when they drop off art for Intake.
 - (2) Detailed discussion on updating the Art Tags, maybe a section to write down next date scheduled to docent replacing the claim check area on the bottom of form.
 - (3) Detailed discussion to reconfigure the Intake area at Solano Town Center Gallery and have a separate table with chairs so Member can have a place to fill out Art Tags.
 - (4) Laura Klein will create a checklist for Intake so we can make sure there's wire on the art, artwork is clean, Member is scheduled to docent, etc.
- B. Gift Shop (*JoRené Danel*): JoRené Danel reported that we recently had an Intake and not much was picked up because we were taking down only the Christmas items. The Gift Shop is full and we're good. Happy to hear we did so well in December.
- C. Current Show: Show Me Your Color, January 8 to February 23, 2025. The reception will be held on January 18, 3-6pm.

- D. Next Show: Children's Art Show, February 26 to March 16, 2025. Per Dennis Ariza, it looks like this children's show will be a large turn-out this year. We will discuss more later in the Children's Art Show report on the agenda.
- E. Dennis Ariza said we've been having issues with our iPad and connecting it to Wi-Fi. Our iPad is getting old. If we must replace it, it might cost about \$100.

VI. Village 360 Gallery Report (Dennis Ariza)

- A. Per Dennis, the next intake will be Monday, January 20.
- B. JoRené Danel said Lisa Imhoff will come in to help her clean out the glass case.

VII. Salon Collective GV Art Gallery (Dennis Ariza)

- A. Dennis Ariza said we had some empty spaces from the last show that didn't fill.
- B. Dennis went out to Salon Collective and noticed that our sign was laying in the ditch; it looked like it might have been hit by a car, but it wasn't broken. Dennis was able to take it home and cleaned it, added arrows pointing into the parking lot, glued endcaps, and is going back to reinstall it.

VIII. FSVAA Report

- A. Social Media:
 - (1) Dennis Ariza has seen many posts about the Juried Art Show and the current show. Lucy Foldhazi has been doing a good job there.
 - (2) Dennis Ariza reported that hits on our website, since we did the ArtWalk, have increased 800%. Dennis cancelled the Yelp ad before it cost us money.
- B. Letters for Board Signatures: Per Dennis Ariza, there are seven letters needing Board Member signatures.
- C. Frequent Emails: Laura Klein said we are sending out too many emails. She suggested that we could have one email per month detailing what's going on during the month. Tereasa Tso is volunteering to do an email that's been checked for dates, times, and will help to stream events, and include Google calendar invites. Cherol Ockrassa suggested using the model of American Canyon, where they send out a Friday Blast once a week, directly to your email. Dennis will send Tereasa the email list and send out the Friday Blast and can even send it using MailChimp.

Motion: Dennis Ariza introduced a motion to have Tereasa Tso send out a weekly Friday Blast email. Motion carried.

IX. Art on the Vine (Dennis Ariza)

Art on the Vine (*June 7 and June 8*): Dennis Ariza has been getting calls from people wanting to know about Art on the Vine. Art on the Vine is not a craft fair. Dennis Ariza would like to keep booth registration costs the same.

- (1) Music: We will need four bands; Dennis will be talking to Tom Molina again; he has the great classic rock and blue reggae; he will do both days. It's going to cost us about \$2,100. Dennis advises Tom what type of music we want, and he has 45 artists that he works with.
- (2) Food: The food truck vendor wants to participate – Mauricio's Brunch in a Box.
- (3) Bocce Ball: Dennis Ariza noted that he needs someone to organize the bocce ball.
- (4) Parking: Dennis would like to find a kids' group or a church group, that might want to do parking and possibly give them a \$100 donation. Tereasa Tso will find out if her church is up for that.
- (5) Setup: Dennis needs someone to help with setup. Mike Foldhazi used to help us with that in the past.

X. Old Business

- A. Membership Policy: Dennis Ariza will be sending the Membership Policy to all Members and have copies available at the Solano Town Center Gallery and at Village 360 intakes.
- B. Fairfield Community Services Foundation – Chocolate & Vine (*Saturday, February 1, 1-4pm*): This is a local fundraiser for a sports association. They select a different non-profit every year to help. They asked us to set up artwork this year and sell it; 10% of sales go to the Foundation. Art should have a Suisun Valley /Fairfield theme. Right now, we have 12 pieces that are coming in. The event is run by Sean Quinn, former City Manager of Fairfield. Art will be sold through FSVAA, 10% of sales will go to their Foundation, the credit card processing fee, and there is no commission on our end.
- C. Members Appreciation Breakfast: The FSVAA Volunteer Appreciation Breakfast is to be held on Saturday, February 15 at 10:15am at Village 360. Dennis sent out an email and has not heard from 50% of members invited. Dennis is still waiting on RSVPs from some people. Many ideas for the door prizes were discussed. The Board decided on seven prizes. We expect to have about 35 people attending.
- D. 5th Annual Children's Art Show (*February 26 – March 16, 2025*): JoRené Danel sent out 20 emails the other day to every teacher between 1st and 8th grades in the Fairfield and Suisun School District. We have two art teachers from two different schools that are very excited. Last year JoRené picked up art from three schools to make it easier for the

teachers, and this year she has not heard from some of those schools. Common Grounds Coffee Shop is willing to let us have artwork there. Labels will have students' first name, last name initial, grade, and school. Dennis Ariza will work on layout for labels for the artwork.

XI. New Business

- A. ArtWalk: ArtWalk will be held Friday, March 21, 4-7pm in Downtown Fairfield. Dennis Ariza is still looking for more artists and more locations. Dennis will be visiting the Downtown Vallejo 2nd Friday ArtWalk on Valentine's Day, to see what it's like.
- B. Chamber of Commerce: Per Dennis Ariza, it's been brought up that we should join the Chamber of Commerce. They organize events we can participate in, but we need a representative at the Chamber of Commerce. Richard Tso volunteered to be that representative for us. He will be joining FSVAA as an individual member, not a family member.
- C. 9th Annual Solano County High School Student Art Show (*March 19 – April 13, 2025*): Dennis Ariza has reached out to schools but there are a lot of schools that haven't responded. He will be looking into other ways to contact them.
- D. Assist-A-Grad: Janet Barnes is expecting to receive the forms for the Assist-A-Grad program. We will continue to give two \$300 scholarships. Last year we presented three scholarships, totaling about \$685.
- E. Laura Klein asked about having art classes in the Gallery during open hours and see what that fee would be – Dennis responded that it's always 30%. Laura was in Vacaville last week and they had classes set up in their Gallery while they were open. It was a nice community experience. People came in and were looking at the art pieces. Laura will talk to Vineeta and discuss it further.
- F. Cherol Ockrassa said we need coloring pages refreshed.
- G. Per Cherol Ockrassa, last year we did the 80 small art items on canvas and wondered if we plan to do it again. Dennis Ariza said he was hoping to do it again this year. Cherol said it was great last time, but we will need more help on the auction night. Dennis will check to see how many canvases he has.
- H. Janet Barnes talked about how her and Laura Klein were talking about making T-shirts, our logo on the front and Member's artwork on the back. Dennis Ariza said a heat print costs about \$25. We also discussed art trading cards. Each artist would order their own. Dennis said they would sell T-shirts on demand, especially because of the varying sizes. Cherol Ockrassa mentioned that she and Laura are on a website, Pixels, that does this. It was suggested that we have an information booth at Art on the Vine, and we can present it there. Dennis mentioned that Wix has an app called Printer. They also do T-Shirts, mugs, phone covers for you and you receive a portion of the sale. Board Members agreed to revisit this topic after doing more research.

XII. Next Meeting

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

XIII. Adjournment

Dennis Ariza adjourned the meeting at approximately 11:09am.