



Board Meeting Minutes – March 31, 2025

Attendance: Parva Zarei * Judi Zander * Roz Oserin * Judy Sawyer * Sharon Meng *

John Engen * Bonnie Owen * Barbara Drews * Lloyd Smith * Katherine Kennedy

Meeting called to order by Parva at 10:00 am

Minutes from the March 3, 2024 meeting were approved by all.

Standing Committee Reports:

- Treasurer – Roz: Nothing to report for March since today is the last day of the month. Transferred \$1,500 into savings account due to more people coming to the groups with more consistency and no big expenses. Discussion followed regarding the increasing of Honorable Mention awards.
- Motion: Judy made a motion, seconded by Judi, that we raise our Honorable Mentions awards from \$25 to \$50. It was approved unanimously.
- Roz shared idea from Cappie Geis about having a “C Note” exhibit in December where everything that is hanging is \$100 or less. Invite friends & family to purchase holiday gifts. Change “Holiday Party” to “Open House” and send invitation to entire mailing list, not just members.
- Discussion followed regarding pre-payment for classes. Sharon reminded the group that as a non-profit, we cannot collect money in advance.
- Website – Sharon (brick & mortar website) Last month she posted an online sign-up for demo class and it worked well.
- After discussion of shows that are judged and/or juried, Sharon will send a letter of clarification to membership about which shows are juried and what that entails.
- Website - John (digital website) is starting to accept entries later this month; will mail letter with link. The show should go live this month. Instagram: working with Katherine for regular and digital gallery postings. Will have a new gmail account for digital gallery only. Facebook: trouble with who previously set up the account in order to update it; he will report and delete this FB account.
- Discussion followed about pricing for membership for gallery only, digital only, and both.
- Motion: Roz made a motion, seconded by Judi, approved unanimously that we charge \$30 for general membership and an additional \$10 for those who want a digital membership as well.

- Membership – Sharon reported that membership is currently 167. She has reminded new members about orientation before the Members Meeting.
- Exhibition Committee – Barbara shared that some art is not framed correctly. Parva will send Bob Piner, who is the new lead for Take In, a letter about adhering to guidelines. Work which does not will be turned away. Sharon suggested a poster with guidelines to hang in the gallery. Roz volunteered to make the poster.
- Social Media – Katherine shared that we have a significant Increase in engagement from 270 to 294 followers due to last month's new strategy. She shared graphs that show what is and isn't working. She also shared a card that she designed to put on the entryway table with a QR code for new members to use. She made the suggestion to use additional ones for Farmers Market booth and include the code in the newsletter.
- Newsletter – Judi discussed the idea of having two people share newsletter responsibilities. Sharon shared how well the website partnership with John works. Roz suggested a detailed description, in writing, of the newsletter process. Prepare a folder that explains all the steps involved in creating the newsletter.
- Demo/Workshop: April is Glenn Osga; May is Jami Wright
- Featured Artist – Judy: Becky Zoni is April's Featured Artist.
- Foothills Fridays – Bonnie needs volunteers for May through September. Parva has contacted an attorney to clarify what is needed for serving wine. There will be no wine served at the first Foothills Friday due to lack of time to collect information and potentially apply for permissions. Parva will contact those interested in having wine to let them know the timeline.
- WIA – Sharon: Officially starting meetings in June. She's currently updating forms. Next month she's sending a letter to last year's volunteers to ask for their help again this year. She will send a message to membership if she doesn't get enough volunteers. First meeting will be in June. Judi suggested that we contact high school students to help with setup and breakdown, as they need 40 hours of volunteering in order to graduate.
- Parva shared about being contacted to get involved with San Diego Arts + Culture promoting our gallery. Katherine said they would share our Foothills Fridays with their audience.
- Roz shared that the Taste of La Mesa tickets sold out in two days. Everyone can still enjoy restaurant discounts, musicians, on April 24th.
- John suggested that we contact the City of La Mesa about getting advertising on the electronic billboard. Parva will contact them about Foothills Friday and WIA.

Meeting adjourned at 11:08 am.