

February 3, 2025 Board Meeting Minutes

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| Attendance |
| Parva Zarei | John Engen | Jo Ann Bray |
| Judi Zander | Judy Sawyer | Sharon Meng |
| Bonnie Owen  | Stephanie Henry | Cappie Geis |

1. Meeting called to order by Parva at 10:00 a.m.
2. January minutes were approved by all.
3. Judy reported that Featured Artist for all months this year have been filled.
4. Sharon reported that membership is currently 168 and that the auto-invoice system is working well. Roz is working on new member orientation. Sharon suggested that Judi include a return postcard for all mailed newsletters to ensure that they are still interested in receiving it. Sharon shared that Rhonda Anderson will be taking over membership.
5. Exhibition is set to go for this Friday.
6. Jo Ann reported that the Demo/Workshop Committee has everything set. Also, Gary Dyak volunteered to fill in for this month’s demo /workshop since the scheduled artist bailed out.
7. John reported on progress with the Online Gallery and shared how it looks. Links to/from the gallery website. artist focus, 3D gallery, events, etc. There will be a separate level of membership that will include digital membership. Parva will take over social media to allow more time for John to focus on the gallery.
8. Stephanie Henry introduced herself as our new classes/education coordinator. She provided background on what has worked for the gallery and what hasn’t. She also spoke about new ideas for promoting classes and new ideas for workshops/classes. Time constraints/dates were discussed for openings for classes, including evening options. Suggestions were also made to check any liability issues, particularly for evening. Discussion about how much to charge, how to collect tuition, how/where to advertise, and budget for teaching tech upgrades for our existing system.
9. Bonnie suggested sharing student results from classes in the newsletter.
10. New member orientation will be 30 minutes before the monthly Member Meetings. Roz can do these for the evening meetings. We need someone for the afternoon meetings.
11. Discussion followed having all monthly member meetings in the evening and consider including Zoom for those who aren’t in attendance.
12. Bonnie updated progress in a new hanging system. All areas have been measured that need new components. Roz will bring in samples of the system that she uses at her shop.
13. Judi shared information about the new gallery cleaner and discussion followed regarding frequency of cleaning and cost.
14. Motion: Judi moved that the gallery hire our cleaner to clean twice a month for a total of $160. Bonnie seconded and the vote was unanimous in favor.
15. Jo Ann Bray discussed exhibition opportunities that would include our gallery participation. She shared her show experience with Linda Morton at San Pasqual Winery on La Mesa Blvd. She also shared networking event she attended with Parva for The La Mesa Chamber of Commerce. Another opportunity is the Taste of La Mesa Village on April 24th. Membership would include sharing mailing list, displaying our work, and promoting our gallery. Another opportunity to promote ourselves is to host a chamber meeting.
16. Motion: Judy moved that we spend $175 for a Foothills Art Gallery table at the next La Mesa Chamber of Commerce event at the Marriott in El Cajon on March 5th, 5:30-7:30 pm. Judi seconded and it was approved unanimously.
17. Cappie suggested that we could provide a small piece of art that could be completed in five or so minutes at our table that would include information about the gallery on the back.
18. Jo shared that Cecelia Brock has volunteered to take on the People's Choice Award: counting ballots, notifying the winner, making appointment to photograph for newsletter.
19. Cappie shared that she is now in charge of hiring jurors and she currently has three of the four juried shows so far. Suggests that when we have a juror, we include a space for highlighting them at the show. Cappie would take care of the details.
20. Book in front of gallery needs to be updated: alphabetized, add separators, add new members, etc.
21. Cappie asked why we only have Foothills Friday for a short period of time and what do we do when we have a new Featured Artist in the months there is no reception. Featured Artist typically has their own reception. Discussion followed about how Featured Artists are promoted: newsletter, website, Instagram. How can we expand it to maybe 4:00-7:00 pm. Make it more of consistent happening every month.
22. Cappie also suggested that In December, a typically slow month, could we have a “gift show”, an auction or an art project. Keep the monthly momentum during the year, not just Foothills Friday. Discussion followed about having a reception every month.
23. Bonnie offered to coordinate the monthly events. Several members offered to help.
24. Motion: Sharon moved that rather than having a Featured Artist do their own reception, the gallery will have a monthly reception (4-6 pm). Artists have the option to have their own separate reception. Judi seconded and it was approved unanimously.

Meeting adjourned 12:07 p.m.