

F/D Minutes – Feb. 12, 2014

Pam – Chair

Melissa – Secretary

Judy C. – Host

Attending: Deble, Katy, Jo Ann B., Allegra, Myrna, Juline, Susan H. Marja, Jennifer, Margaret, Ursula, Gerry, Regula, Marie, Thorley, Giselle, Judy S., Joanne S., Roy, Ventana, Laurel, Susan D., Judy C., Beth, Marcia, Lucy, Pam, Melissa

Treasurer's Report - \$3491.14 in treasury. It was moved, seconded and approved that we continue to collect dues of \$25 from all members for 2014 to build up our treasury again. Send checks to Juline Beier at 22 Crecienta Lane, Sausalito, CA 94965,

payable to Juline Beier with f/D dues in subject line.

Old Business – Show Reports

Chair reports -

PLEASE PRINT OUT YOUR SHOW REPORT AND SEND TO DIANA KEEVAN, WHO WILL COMPILE IT IN A NOTEBOOK FOR NEXT TIME. Pam volunteered to help with this.

Diana - absent

Sheila - (reporting from Sochi) dividers were underutilized

Regula - reported 107 emails between her and Tia regarding the show. Thank you, Regula! Regula has several things to store from the show and would like to parcel them out to members. She will send around an email list. Please take what you can and store it for our next show. Pam took the banner.

Melissa – Budget is up to date and distributed. We've collected an additional \$60 in artist commissions.

Allegra – needs up-to-date attendance figures for next time, as insurance \$\$ is based on attendees.

Juline – Il Davide was great for the reception. It was an expensive item for us but worth it.

Joanne S. – read from her publicity report: Lisah sent out press releases, did a f/D Facebook page; we did postcards, posters and banner. Alex and Bobby Acker are administrators of FB page. Alex will remove Lisah as administrator now that the show is over. Observations: Facebook needs more posting and more administrators; We could get by with 3000 PC's instead of 5000; Size of PC was problematic for mailing; We needed a longer lead time for some publicity (up to three months for Marin Magazine); PR/Jury/ Curator is too much for one person, as PR suffered while curating was going on.

Jennifer noted limitations with amount of info on PC. We need better GPS-friendly written instructions on how to get there, as several guests got lost. The Dropbox was very useful for gathering jpegs for the postcard and posters. Thank you, Marty!

Pam – Distributed PC and posters. Our PCs were too big for some placements. Marie suggested maybe two PCs: one small with basic info and directions, one big and beautiful. Most posters were in windows and could have been two sided. The Hotel at the Presidio was a great location for leaving our info. The Disney Museum would not meet with her about it.

Marcia – reported that all went well with Steve keeping the master info list and Stuart doing labels

Deble – will update our master list after she gets the guest book from Diana

Katy – Installation team was great but work was hard. Roy and Sheila's grandson were great on lighting! Next time we need to get more young people to help. Katy felt the installation didn't flow as well as she wanted. Dividers were a lot of trouble and expense to get there and then were underutilized. (The grey didn't work; maybe white would have worked better) Too many wall pieces and not enough large anchor pieces. Too many pieces in the show. Said Lisah reported being overwhelmed by the job. It was hard to judge the size of the pieces from jpegs. Some pedestals were swapped out from beneath the owners artwork and caused some hard feelings.

Beth – Pedestal organization went great.

Laurel – Sitters calendars worked out smoothly. People stepped up and filled their slots. Laurel suggests setting up the Sitters Calendar on Google Docs next time. Need a sitter or two for the opening reception.

Deble – take down was easy - no patch or paint needed! Thank you to Giselle for show maintenance!

Ventana – email worked well for job tracking since everything came up so fast.

Lucy – Tia Lombardi came to the show and was impressed. Herbst will be torn down, so not available to us again, but she is actively looking for other places for us: possibly the Thoreau Center. Lucy will keep in touch with her. Pam suggested the Event Center.

Jury – After Marty put up the dropbox and gave us instructions how to use it, no more jury help was needed

Marcia – receiving went fine with three people

Other comments: Lots of price lists were printed out, but left in the office; should have been out in the crowd at the reception. Docent books were too heavy to carry around and Guests requested that they be in alphabetical order by artist name. Maybe place some extra pedestals or benches around with price lists and docent books on them. Sitter's table too crowded.

Many hard feelings were incurred on all sides by one large piece being broken up and sold off individually, after we had decided as a group not to do this. It was proposed, seconded and approved that next time this comes up, it should be handled thus: Installations should be tagged and priced as one entry. If the piece does not sell during the show, the artist is welcome to break up the piece at the close of the show and sell individual components. If sales occur as a result of some contact made during the show, the artist will still pay the commission to f/D.

Early takedown of work: It was mentioned that some work was being packed up and removed before the show was over, while guests were still looking at the show. THIS IS

VERY UNPROFESSIONAL OF US and should not be done again. If a special circumstance comes up like an out of town customer leaving and needing to take the sold pieces, the artist should communicate with the show chair and work out the details.

Refunds – It was moved, seconded and approved that no refunds of artist assessment be given, since the expenses of the show were almost \$2000 greater than the income of the show.

It was suggested by Marie that the next time a show opportunity comes up, we think again from the top: “What to we want this show to be?”

New Business

F/D Mailing list – It was moved, seconded and approved that the master f/D mailing list is for our group mailings only. If a guest requests being added to an individual artist’s mailing list, it should be handled thus: the gallery sitter hands one of the artist’s business cards to the guest and has the guest leave his contact info on the master list. The gallery sitter then also forwards this info to the individual artist for her mailing list.

Thank you cards – Regula sent one to TIA, Deble will send one to Steve Kent, and Roy will send one to Sheila’s grandson, all with our heartfelt thanks.

New Members – It was felt that we are full up at this time and not accepting new members, so no guests should be invited. We will revisit this next year at this time.

Critiques –

Allegra, Deble and Judy C. presented new work for critique, with many constructive suggestions.

Next Meeting March 12

Host – Katy, 70 Corte del Bayo, Larkspur, CA 94939

Chair – Giselle

Secretary – Laurel