

FALLS CHURCH ARTS

All-Member Meeting

Sunday, March 4, 2007 (postponed from February 25)

The meeting was called to order by Gina Caceci at 2:15 PM. 43 people were present, including 39 current members, 3 new members, and one visiting non-member.

- A. Gina welcomed everyone and asked them to interpret "ARTS SPACE" by way of introduction. "Innovative," "inspiring," "enrichment" were some of the words heard more than once.
- B. Treasurer's Report: Marty Behr presented the Treasurer's Report with a 3-page handout. She, Gina, and Cathy Kaye form the Budget Committee. They are planning a fundraiser to raise about \$10,000. Some ideas are an open house in a new house, an art auction, and a raffle. They are also applying for a City of Falls Church matching grant. [Handout attached]
- C. 2006: What a Year! Gina presented a page summarizing Falls Church Arts 2006 highlights. FCA's goal is to have something exhibited at the Gallery at 111 Park Avenue all the time.
 1. Gallery Without Walls. GWW will be hosting a show by 6 to 10 students, which will include a reception and a televised opening. This show is being sponsored by the capital area pediatricians. Any member of FCA can apply to participate. The works would show for about 4 months, and 10% of any sales would be donated to FCA.
 2. Art Space at Pearson Square. Marty Meserve reported that the completion date for the building is in the Fall of 2007, and that FCA and Creative Cauldron are continuing their work to make the space more flexible and affordable.
 3. Film Festival. The next one will probably be in the Fall.
 4. Newspapers. It was suggested that FCA let the Washington Post know about our events, and that blurbs be put in the local Arlington paper as well as the FCNP.
- D. Thanks. Gina thanked Edna Frady for her two active years on the Board, and for mailing the postcards for the "Verve" and "Vision" shows. Gina also described the duties of members of the Board: Marty Behr is both Treasurer and in charge of the FCA data base. Helene Safford has designed and is the keeper of the web-site. Michele Black, on the Board for 2 years, helps maintain the data base and sends e-mails announcing FCA events and activities. Tom Gittins was thanked for his three years as President. Marty Meserve thanked Gina for her excellent work as Executive Director with tulips, and thanked Tom, Business Person of the

Year, and one of the 4 founders of FCA, with a collage of photos created by Shaun.

- E. Elections. Michele Black chaired the elections to the Board. Three continuing members, Marty Meserve, Joe Wetzel, and Marty Behr, and one new member, Susan G. Boggs, were nominated. All were approved unanimously by voice vote. Positions will be determined at the next Board meeting.
- F. Call for Volunteers: Debby Conn, the coordinator for the Vision Show, needs volunteers in several categories: for the transition from Don Beyer to FCA Gallery Saturday afternoon and for art sales. Gina also called for more general volunteers: for a newsletter designer, an archivist, and an Artist Group coordinator.
- G. Small Group Discussions. The members present were divided among 6 groups. Gina gave each group a question to discuss and report its ideas to the rest. There were three questions; each question was given to two groups.
 - 1. "What specific events or programs. . ." Suggestions include (1) studio space to share, such as a house in Falls Church where artists could work and possibly show. A percentage of any sales would go toward the rent. We would need to check on zoning. (2) a wine tasting-cum-art exhibit, asking Whole Foods or Trader Joe's or Total Wine to help sponsor, (3) an expanded street fair, or a dedicated street fair (just art), or combining with the City's Community Art Show. Also suggested was (4) having something at the New Year's Eve Watch Night. Some would like to see another all-member show (5). There was a suggestion (6) to have more programs of music and art together, with an emphasis on jazz or blue-grass, and (7) street art and/or an arts walk. It was felt (8) we need more participation and visibility in existing festivals in the City, and a request to develop the educational aspect (9).
 - 2. "What specific content. . .electronically distributed newsletter. . .web-site" All agreed it is important to get people used to using the web site. Suggestions also include: (1) list of upcoming events, (2) minutes on the Web, (3) member news, (4) links to the Falls Church Arts and other arts organization newsletters, (5) an art student section, including questions and answers and other school-related items, (6) info about workshops, (7) a PDF newsletter which includes pictures and can be downloaded, (8) call for entries for upcoming shows, (9) blind copy all addresses, rather than individuals (?), and, for those who are not computer-comfortable, send all info in a hard-copy newsletter for a small, established fee.
 - 3. "What are your preferences regarding communications. . .Content, Method, and Frequency. . ." Suggestions for the content include

board minutes, information, volunteer opportunities, art shows, and a highlight on artists, with a news angle and/or biodata. A preference was voiced for a newsletter as the method of distribution, basically in the internet, but mailed to anyone who wishes. Other suggestions are an interactive blog, short e-mails with a web-site. One group suggested weekly or bi-weekly. Someone pointed out that the Arlington Arts has a paid staff which handles its communications.

- H. The judging for the Goodwin House show was postponed until today at 4:30. Artists must collect their submissions by 6:30.
- I. Marty Meserve, our new President, urged us to bring in more members, which would give us more clout when applying for grants.

The meeting was adjourned at 4:05 PM.

Respectfully submitted,

Susan G. Boggs, Acting Secretary