

Member Meeting Notes: February 9, 2020

[2019 Review/ 2020 Goals](#)

Welcome to new member [Ponna Prakkamakul](#)

Upcoming meeting dates:

Sunday, May 17, 5:30PM

Meetings will be Sundays at 5pm except during market months, when they will be at 5:30 to facilitate parking in the lot. (market times are now 11-5, we may need to change the meeting time- more on that as the time gets closer)

[Core Members](#) (used to be called Members' Only) link in gallery footer contains gallery details, 1stdibs info, and more. Password: FS1st

Please check the Facebook [FSFA Core Members' Group](#) regularly. Share your news, questions, comments and artist opportunities there too.

1. How to: Pricing your Work (Best Practices)

Autumn Elizabeth Clark spoke with us about her experience as an art consultant, and her thoughts on pricing works of art and sales.

Some takeaways:

- Our prices are too low on average. If something is priced low it sends a signal to serious collectors and designers that your work is not valued.
- Visit auction sites and pay attention to prices in your medium and style
- Social Media (Instagram) is extremely important right now for interior designers, collectors and galleries. This is how individuals are looking for new artists to watch and buy.
 - Find Instagram accounts that have a high following and high interaction on their posts that feature artists in your style. Reach out to them and find out how to get featured on their page or do a Story takeover.

2. Marketing/Sales

- Instagram Strategy for Audience Building and Sales
Steve Sangapore is working on Instagram ads to grow our audience and drive traffic to our 1stdibs storefront. The next few months will be focused on collecting data on what works. More to come!

- Gallery Sales
 - If someone seems interested in a piece but does not purchase:
 - Engage them in conversation
 - Get their contact details
 - Text Marie as soon as the person leaves (she will follow-up)
 - When there is a sale:
 - Fill out the new sales receipt
 - Log *ALL SALES* (even cash) on Square
 - On Square, enter title and artist in the the custom amount field
- Email Marketing: Look out for updated designs and content!

3. Upcoming Exhibitions

- March: “Where The Worlds Meet” Mia Cross + Daniel Zeese
- April: “The Outlanders” Alexandra Rozenman + Nora Valdez (guest)
- May: “On the Brink” Chelsea Revelle + Andrea Zampitella (guest)
- Pop-Up!: “Fire in the Belly” performance art, curated by Allison Maria Rodriguez

2020/21 Schedule

- The 2020 Core Member show has been extended!
 - New dates are November 28, 2020–January 10, 2021, curated by Melissa Shaak, assisted by Ginny Mahoney
 - This brings the core show into January 2021 and gives core members two First Fridays, while also giving us a week’s break during the holidays.
- The 2021 Juried Exhibition will also be extended:
 - New dates are January 20–February 28, 2021
 - Have theme ideas or juror ideas for the 2021 juried show? Let us know!