

AGENDA AND UPDATES, JANUARY 29, 2023

Proposed meetings for 2023: **5/7, 9/10,11/12** *ALL meetings are required.*

Membership

- Please welcome new core member Kamal Ahmad!
- Refer to the [Core Members](#) section on our website (Password: FS1st) for information and guidelines about submitting your work to 1stdibs, as well as gallery news, procedures, and helpful links.
- Use our WhatsApp group chat to share opportunities, ask questions, swap staffing shifts, etc, etc. If you're not connected to the group, ask Lior Neiger to invite you.
- New Job roles and openings. Please check our [Organization chart](#) to see who's doing what these days and what jobs are open. If you don't yet have a task or would like to try something different, let Marie know if there's something that's a good fit with your interests/skill set/availability. If you see a need that's not listed, let us know!

2022 Summary, 2023 Goals

- Start with goals- where do we see ourselves this time next year

Where do we go from here? What are our goals for 2023?

- **Continue Off-site Exhibitions**
- **Refresh Branding/design:**
 - Logo **DONE**
Once things are current, logo will be uploaded to the members' page
 - Postcards **DONE**
 - Email Templates **IN PROGRESS**
 - Business Cards **IN PROGRESS**
 - Stationary **IN PROGRESS**
 - Signage **IN PROGRESS**
 - Misc. **IN PROGRESS**
- **In-person/In-Gallery Engagement**
- **Member Focused Events/Learning**
 - Crit groups**
 - Video focus (bring in sidewalk artists)**
 - Hot topic quarterly discussion**
 - Book club**
 - Lighting the gallery**
 - 1stDibs / best practices (Rebecca)**
 - How to use Procreate**
 - Materials & techniques (? Create a discussion thread)**

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Show prep/curation/installation
How to document our work

Administration:

Tools – Monday (project mgt), GoogleTeams
Alias email address for functions - to avoid contacting wrong person
Central repository for such things as member lists
Update old Dropbox links

- Review of summary- questions? Concerns?
- “3 pillars”- what are yours?
Marie: Excellence, integrity, community for the gallery
Experimental – Melissa

Upcoming Exhibitions, calls for art

- **March- Proposal awardees exhibits** March 2- April 2, 2023
Brought in over \$1,000 in fees – Major way to offset costs for gallery
 - Main Gallery- “Earthly Bound” Alejandra Cuadra and Ashley Page
 - Installation, sculpture, painting
 - Focuses on identity, belonging
 - Annex Gallery- “#1 Family Attraction” Robyn Day and Ileana Doble-Hernandez
 - Collage, political, trauma of the last 3 years in US from various perspectives
- **April- “What We Make of this World” -Melissa Shaak + Sylvia Vander Sluis**
- **Call-for-Art:**
 - **2023 International Juried Show:** New exhibition dates are 7/27–8/27/2023
 - Jurors Michelle May and Payal Thieffault of Juniper Rag
 - Theme: 'About Face' invites commentary on artistic, personal, and cultural identity, as much as it is about the politics of authority, representation, inclusion, and exclusion, There is an opportunity for you to take the concept in any number of directions, considering the expression's double meaning, focusing on the fluidity of self/identity or centering the underrepresented, for example.
 - Call will go live March 1, 2023
 - **Share this call for art as widely as possible.**
 - **Great way to meet and network with other artists.**
- **External Exhibit at The Narrows Center for the Arts**
 - **Exhibit Dates 7/21–9/21/23** Joseph Fontinha will curate.
Huge space, a lot of traffic due to music performances, have to walk through art area to get to music venue. In Battleship Cove in Fall River.
“Bridges” theme – open ended – eg, bridge between Boston and Fall River, between members themselves, between mediums.
A lot of wall space; everyone will be able to put in a few pieces.
Venue wants images for their PR.
Contract with gallery: gives same commission to artists, smaller % to FS.
Closing Reception instead of Opening. Joseph will be away most of the summer.

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Joseph will be reaching out for volunteers to help install.

Do we want to collect art up in Boston area and drive it down or use usual process (each artist drops off their own work)? We could collect work from central points, eg, Worcester area.

Joseph: Can Marie put together a JotForm?

Marie: ask what the window for drop off will be.

- **Future Pop-ups: (3 random weeks in a year) Next pop-up is 9/25-10/1/23**
Purpose: to bring in diverse voices for short-term, geared more toward participatory / performance. As much work as regular shows, but only last a week. Not a sustainable process. How do we keep our goal of diverse viewers/exhibitors without so much work?
 - Possibilities? Options?
 - Equity/Sustainability**Mini-residence**
Performance based residence (with one, public event that won't require putting up and taking down work)
Low-impact medium – eg, dance troupe?
Member workshops or other member-based activities
Opportunity for building partnerships with other galleries / organizations – exchange time/space.
If we know what weeks are available ahead of time, it would help us scout out opportunities.
Performance-based
Outreach to students in community (teach workshop, show their work at FS)
Same week as Boston Book Fair?

Staffing

- **Hours will remain Thursday–Sunday 12–4 and [by appointment](#) on Monday–Wednesday at least through the end of May.**
- **Staffing: Sign up for one 4-hour shift/month [SignUp.com LINK](#).**
 - Please sign up for staffing shifts **by the 15th of the month** for the following month, it helps us plan ahead for openings in the schedule. You can sign up as far in advance as you like.
 - When you make a **change or swap**, please make the change in [Sign up](#) to indicate that the shift is taken. If not, we run the risk of double staffing. It is always great to have company :) but a lot of us live outside of Boston and it is a long way to go if it is not necessary.
- **Sales Procedure: Apple passcode on the ipad we use for sales is 000000.**
 - Ipad is now kept in the closet below the printer.
 - Sales procedures are in the leather folder on the desk.
 - If someone inquires about a work, please take the interested party's contact info and let Marie know right away so that she can follow up to close the sale.

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Sales

- **All submission info is on the member page.**
- Two \$650 sales in January- off to a good start.
- Rebecca and Marie are attending a quarterly sales webinar this week and will let you know if there are any noted changes in trends.
- The Winter Sale and Spring Sale are coming up, Rebecca has already prepared for both.
- Who is interested in a '1stdibs Refresher' Zoom meeting to go over posting guidelines and to show us how Rebecca posts the items on 1stdibs?

Marketing

- **Design:** Monica DeSalvo, our designer, is refreshing our logo and branding for consistency.
- **Social Media Strategy:** .
 - Looking to grow the team and bring in additional campaigns. If interested let Tatiana know!
 - Is there anything you've recently seen on social media that excites you?
- **Blog Posts:**
 - If you are creating a blog post for your exhibit (highly recommended) please make sure that this is submitted to Rob Sullivan **two weeks before** your show opens! We have a tight marketing calendar and the blog page needs to be created and scheduled for maximum impact!
- **Events:**
 - If you are planning a gallery event during your exhibit please send information at least **three weeks before** the event to Tatiana. Emails and social media event posts need to be created and it takes time. We also have a marketing/press release schedule so that we are not overwhelming our contacts.
- **Instagram Live with Steve Sangapore:**
 - If you'd like to do one (fun conversation, recorded) please connect with Steve at least 2–3 weeks before your show to set up a time that works for you both. You could also do one between shows to talk about your new work or another art-related topic that interests you.
- **Artist pages:**
 - Check your artist page to see if it's up to date, and email Joseph Fontinha with updated text and new images (with caption info).