

MAY 2021 AGENDA AND UPDATES

UPCOMING meeting dates: Sundays Sept 19, Nov 14, Jan 23, Mar 20, May 22. **Meetings are required.**

Please 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.

Don't forget to check the Facebook [FSFA Core Members' Group](#) regularly. Share your news, questions, comments, and artist opportunities there too.

Membership

- **New Core Member:** Welcome Frantz Lexy! Daniel Zeese has decided to step back from Core membership at this time.
- **Hours and Staffing:** We're now open Friday–Sunday from 12–4. In June, we will expand our hours to Thursday–Sunday from 12–4. Gallery artists are asked to staff 1 shift in *either* May or June. Expanded hours will require additional staffing.
 - Now that Boston is reopening, what do we feel our hours should be going forward?
 - Do we increase our days back to Wednesday–Sunday at 12–4PM?
 - Do we increase our hours on Thursday–Sunday? Or only on specific days?
 - Do we go back to full regular hours starting in July?
 - What benefits/challenges do you see with extending operating hours?

THURSDAY–SUNDAY 12–4PM through August. Revisit hours and days in September.

- **2022 Exhibition Schedule:** If you're due for a show in 2022 we will contact you in the next couple of weeks with a draft schedule.
- **Call for New Core Members:** We have a bottleneck in 2023 because many shows were rescheduled due to Covid, so we may not have space available to put out a call for new members this year.
- **Annex Fellowship:** 8 applicants, juror David Guerra is reviewing submissions.

Exhibitions

- **Core Member Small Works:** in the Annex from 06/30–08/01. Installation days 6/28–29.
 - Do we want a small works core member show this summer? Theme? What about an Anniversary theme... 10th Anniversary: Silver or Blue; Tin or Diamonds.

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- Guidelines?
- **Optional, Open Theme, Specific Size and Smaller**
- **Main Gallery:**
 - 06/02–06/27: **Material Witness**, Virginia Mahoney + Sylvia Vander Sluis
 - 06/30–08/01: **Transitions**, Kay Hartung + Mary Marley
 - 08/04–08/29: **The Momentary**, Associate Member Exhibition, curated by Georgina Lewis and Lior Neiger
 - 09/01–09/26: Tatiana Flis + Joel Moskowitz
- **Annex:**
 - 06/02–06/27: Christine Soeltz, Kristin Street, Nyia Yannatos
 - 06/30–08/01: Core Small Works Show
 - 08/04–08/29: **The Momentary**, Associate Member Exhibition
 - 09/01–09/26: Marygrace Gladden, Sandra Gustafson, Jed Sutter
- **Sidewalk Gallery:**
 - Due to an overwhelming response, we have closed the submission portal till fall.
 - Programming is scheduled through November 2021.

Marketing

- **Marketing Ecosystem:** We will begin a new marketing strategy going forward. We will focus on cross posting and sharing content to encourage Discovery, Nurturing and Conversion. As well as target different audiences like Artists, Collectors, Curators, Designers...
- **First Look:** New initiative launching this month! This platform is a paid platform that we will give free access to our past patrons and collectors. A core artist will be featured each month. The platform is an exclusive 'first look' at a body of work not yet exhibited as a whole.
 - Features include:
 - 10-20 new works that are a part of a series
 - An artist interview
 - Video or multimedia content you specifically create for the platform: virtual studio visit, podcast, demonstrations, look behind your process...
 - Schedule:
 - May 16–June 15: Kay Hartung
 - June 16–July 15: Joel Moskowitz
 - July 16–August 15: Sarah Alexander
 - August 16–September 15: Denise Driscoll
 - If you have a body of work not yet exhibited and are interested in being featured at least 3 months before your 2-person show (preferably in your non exhibition year) please email Tatiana at tmflis@gmail.com to express your interest.
 - Link to sign up is located at the top left of our website "FIRST LOOK"
 - Passcode for free member ONLY access is: FSFIRSTLOOKMEMBER
 - A credit card is required to view the platform. However, the discount code will make sure you are never charged.

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- **360 Tours:** Special agreement, pro bono, scheduled through September. Cost is \$360/month after September, the gallery can not sustain this expense. The gallery currently owns the still images from the past tours, but the videos are hosted elsewhere and we only have access for 2 months past the tour launch. There is an additional monthly cost for longer term hosting.
 - What benefits/challenges do you see with keeping or removing the 360 Tours?
 - If we want to keep the 360 Tours: Since the Gallery can not cover this cost, what do we feel we should do after September? This is an all or nothing, it can not be optional.
 - Do we increase Core membership dues?
 - Do we make it an expected exhibition cost? Pay for it like we do for the window decals?
 - Do we increase Annex membership dues from \$450 to \$475 next year to help defray the costs? How do we cover the remaining cost?
 - What benefits/challenges do you see with increasing dues and/or paying out of pocket for your shows 360 Tour?

Sales

- **1stdibs featured listings:** During the pandemic, we began allocating funds to feature 2 pieces/week, rotating among artists. It costs \$10/listing, the item gets promoted for 1 week, brings attention to the listing and other works by that artist.
 - Is there any interest in being able to promote your work out of pocket outside of gallery paid promotions?
 - What benefits/challenges do you see with opening this promotion option for all Fountain Street 1stDibs artists?
 - If we move forward with this option you would have to pay the listing price, as well as processing fees.

THE OPTION IS NICE :)

Diversity and Inclusion Statements

- We will begin to draft the gallery's diversity statement as well as a land acknowledgment. Marie and Tatiana will write the first draft, but we will need a group of 5 artists to help refine the statements.
 - Please fill out [this form](#) by June 1st to help us create a wordcloud to get us going.