

FALLBROOK ART ASSOCIATION

Bimonthly Newsletter

July/August 2024

What's Inside

Gallery News-	1
President's Message	1
May Show Winners	2
June Show Winners	2
S.D. Co. Faire Winners	2
Scholarship Winners	3
New/Returning Members	3
June Potluck	3
Gala Celebration	3
Art Inside Story	4
Sales Analysis	4



The Gallery Directors' News

I think it is safe to say that Spring is in the air. Here at The Gallery, we have seen more people come through the door than ever before. The Avocado Festival and the Car Show brought people out. A lot of good PR was generated by these two events.

For the month of July, the show-in-show theme will be Animals. For the month of August, the show-in-show theme will be Abstracts. Please help us find sponsors for our show-in-shows. Just ask friends or businesses for a donation of \$150. In return, the sponsors will receive free advertising on the wall and a tax donation. The last show was sponsored by Ruth's veterinarian. You just never know who might be willing to sponsor the show.

This past week we had four people come through the door to volunteer to help in The Gallery. And a few more people came by and renewed their membership. With this happening, we may be able to be open one more day of the week. Keeping the door open is our 1st priority. Our second priority is to sell art. Obviously we cannot sell anything when the door is closed and nobody can come in to see all the beautiful art.

Maybe it is the Spring weather causing the increased traffic. People are coming in and wanting to help, people are finally finding us at our new location and people recovering from the Covid scare just wanting to be out and about. Don't know what it is, but there is something in the air. Whatever it is, we will take it. Be sure to tell people about the Gallery and don't forget to make art.

Julie & Ruth 

President's Message



First of all, I would like to invite everyone to come visit the new Gallery. If you have visited already or once you do visit, please post a review to Google, Bing, Yahoo etc. This is a marketing tool for us, and it will help get your art and your Gallery to be

noticed. If you don't know how to post a review, please ask someone for help. I always appreciate it when someone takes the time to contribute to our success.

The Avocado Festival was a huge success for us. A constant flow of people came into the Gallery looking at this month's show. There were so many new things to see. We had many discussions about the evolution of The Gallery and the future plans for the patio area and the spaces in back of the Square. (It's actually a rectangle, but who is paying attention?).

We counted over 125 people on our tally sheet, both young and old, but sometimes we couldn't keep up with the influx, so it may have been more than that.

We have a new 3 ft x 10 ft sign going up on the building soon. The image below is a cut & paste representation of the sign and an image from the Avocado Fest this year. We believe the sign will bring in traffic to see your art.



The more you speak to others about the history of Jackson Square and the plans the owner and FAA have for use of the space, the more

interest will be generated for The Gallery and the Square. It is a unique spot and it's a great time to talk about it with your community. Susan Frommer is in the process of helping the owner with a design layout for the first phase improvements to the patio area that will occur soon.

Please talk to EVERYONE about the new **GALLERY FOR ALL ARTISTS.** *Thank you, Thom*

May \$ Show Winners

Best of Show

Julia Gravois - Father's Portrait, de Luz
1st - Janice Cipriani Willis - Two Nights in Little Havana
2nd - Marsha Meers - Elegance
3rd - Hajime Ohno - Aiden and Anna

Merit Awards

Debbie Herbal - From My Garden
Marjorie Weaver - Annecy, France
Thom Lingle - Tree Volution II, TLLD
Rosemarie Meis - House in the Baltic

Honorable Mentions

Krentz Johnson - Napping Tree
Rosemarie Meis - Beach Walk in Spain
Janice Cipriani Willis - Across the Bay
Bonnie Renier - Juno & Sibling
Thom Lingle - The Dew With a View
Patty Allinson - Santa Inez Glory
Fiona Gullo - Elderberry

Mastering Public Speaking About Your Art

Do you ever find yourself tongue tied when someone asks you a question about your art, techniques, your art journey, or you are asked to give a presentation?

Through the generosity of Jason Horejs, owner of Xanadu Gallery in Scottsdale, you can download a free, comprehensive guide to help you become a master of public art speaking, or at the very least, help you become a little bit better.

Go to:

<http://reddotblog.com/wp-content/uploads/2024/01/Mastering-the-Art-of-Talking-About-Your-Art-in-Public-A-Comprehensive-Guide.pdf>

Current Status of Plein Air Schedule

As our weather continues to perform swings worthy of a trapeze artist, going from very hot to pretty cold with rain over a period of 24 hours, it is becoming difficult for Toni (our plein air "arranger") to set any kind of dates and places in advance.

Therefore, you are encouraged to give her a call to determine when and where the next meeting will be if you are not already on her email list.

Toni Funaki- 760-271-7268

Each year FAA provides a Donor Award" to one or more deserving artists at the Del Mar Faire Art Show. This year's awards went to:

Lorraine Marie Cote from San Marcos for *Coastal Fog*
Susan Hewitt from Lakeside for *Standing By*

June, 2024 Ribbon Show Winners

Best of Show

Jim Bates - Orange Buoys

Oil/Acrylic

1st -Diane Jansen - The Chef
2nd - Krentz Johnson - Garden Path
3rd Julia Gravois - Venus Outdoor
HM -Kathy Stradley - Modern Madonna
HM -Marjorie Weaver - Board Meeting
HM - Kathy Stradley -Bloomin' Aloe

Water Media

1st - Penny Fedorchak - Storm Clouds
2nd - Ruth Parker - Christmas in July
3rd - Karen Langer-Baker - Blue Umbrella
HM -Sue Morales - Let's Go Hiking
HM - Valerie Jamison - Kangio Smile -

Photography

1st George Compton - Waltzing Matilda-
2nd -Hajime Ohno - White Rat Illusion

Pastel

1st - Ray Fedorchak - Wild Mustard
2nd -Julie Compton - Glimpse of the Rhone

Mixed Media

1st - Ariana Ayazi - Misty Garden
2nd - Julie Compton - Bird Family

Sculpture

1st - Marsha Meers - Rejoicing
2nd - Ian Peterson - Birthday Party

Sky Show

1st - Ariana Ayazi - French Valley
2nd - Penny Fedorchak - Dark & Stormy Night
3rd - Karen Langer Baker - Before the Storm
HM - Patty Mangels - Regatta on the Beach
HM - Jan Carre - After the Rain
HM - Krentz Johnson - Hilton Dock

FAA meetings are held at the Womens Club, corner of Mission and Mission on the third Saturday of each month except July and August. Doors open at 9:00AM. After a lunch break at noon, a paid workshop follows at 1:00PM with the demonstrator. Those wishing to take the workshops are reminded to sign up and pay in advance at the clip boards provided at the meetings or by contacting Carol Reardon, Workshops Chair at [carol.reardon@sbcglobal.net](mailto:reardon@sbcglobal.net)

Fallbrookians Win Awards at S.D. County Faire

Larry Baker - 3rd for a paper collage
Marian Seiders -Aesop's Crow, mixed media, HM
and Clemmens Lane, acrylic, 2nd.
Hajime Ohno - Grason, The Ash Colored Cat - 2nd
Mother and Baby Boy , HM

Talented Scholarship Winners

Scholarship chair Karen Langer Baker has announced the winners of FAA sponsored scholarships.



These two exceptional artists were presented college scholarships at the 2024 Fallbrook Union High School's Senior Scholarship and Awards Ceremony held at Bob Burton Center.

Jasmine Sim (left) plans to pursue a degree as a concept artist from USC's School of Cinematic Arts for Game Art. Katelyn Mathewson (right) will start her college career at Miracosta College and will eventually attend a university to obtain her degree in art. She plans to be an illustrator.

In addition to receiving scholarships, each received membership in FAA and will be encouraged to display their art at **The Gallery** on Main Avenue.

FAA Welcomes New/Returning Members

We are pleased to welcome the following new/returning members to our Artist's Association:

- Barbara Rodriguez
- Lora O'Conner
- Marisa Iglesias
- Kira Carrillo Corser
- Kyle Denning -
- James Bates
- Adriana Franc
- Susan De'Armond
- Cherry Byrns

We hope you will considering showing in FAA's gallery - **The Gallery For All Artists**, a great place for your art to be seen by the community and the potential for sales of your creations.



SITTER SUBSTITUTES
Karen Langer Baker 760-500-0393
Chris Assad - 442-333-5940

June Potluck - if you did not attend, you missed a good one.



A scholarship winner and her beau, Carol, Thom and Diane

A round table view. Diane, Valerie, Ruth, Toni and Julie



Vickie, Al, Marsha, Marsha's husband & sherpa, Bonnie, Susan and Carol in the background.

Photos courtesy of Nancy Heins Glaser

Gala Celebration Coming This Year- FAA's 50th Anniversary

Our big bash/fund raiser a couple of years ago was an unqualified success. Good hors d'oeuvres, big silent auction, great dance music and good attendance. To make this year's celebration just as good, we need many hands. PLEASE do not just sit back and let someone else do it. There are lots of little jobs that do not take too much time or a massive effort.

Your Board will be contacting members to see what task they can take on. When you are called, please say, "Yes, I'd be happy to help out to make this celebration a success".



Want the Inside Story About Fine Art?

Our FAA Pres., Thom Lingle, sent me a "Lingle link" to an article in which he thought I would have some interest. He was right! The article discussed two books, both of which I immediately ordered, and finished reading the first one straight through. It is titled *Get the Picture, A Mind-Bending Journey Among the Inspired Artists and Obsessive Art Fiends Who Taught Me How to See*. Author Bianca Bosker

The publicity blurb describes the book this way: "In *Get The Picture*, Bosker throws herself into the nerve center of art and the people who live for it: gallerists, collectors, curators, and, of course, artists themselves—the kind who work multiple jobs to afford their studios while scrabbling to get eyes on their art. As she stretches canvases until her fingers blister, talks her way into A-list parties full of billionaire collectors, has her face sat on by a nearly-naked performance artist, and forces herself to stare at a single sculpture for hours on end while working as a museum security guard, she discovers not only the inner workings of the art-canonization machine but also a more expansive way of living."

All this is true, but there is much more. For one thing, she is very funny. I laughed out loud at some of her descriptions of people and events. In many ways it is a sly yet somewhat respectful take-down of the whole high end, super snotty fine art world, ranging from how a gallerist obsesses over the perfection of the painted wall on which certain art is to be displayed to the rich collectors who flit from party to party, asking all the time, "Where are you going next?", a perfect example of FOMO.

In the end, however, she realizes that she has, indeed, been taught a new way of seeing and thinking due to her experiences with several different kinds of mentors. She better understands why art matters and how she—or any of us—could engage with it more deeply.

My next book will be *Your Brain on Art, How the Arts Transform Us* by Susan Magsamen and Ivy Ross. I'll let you know what I think of this one in the next newsletter.

If anyone is interested, I will relate to you personally—how I happen to have a six-degrees-of-separation-kind thing with the author of *Get the Picture* when I next see you.

Susan Frommer 

Sales Analysis Reveals What Directions to Pursue

Many thanks to Jason Horejs of Xanadu Gallery in Scottsdale for his wise thoughts.

This past season at Xanadu Gallery has defied the notion that the art market is in terrible shape. Despite widespread concerns about economic challenges and a sluggish market, our experiences have provided a different perspective. Our Scottsdale season typically runs from mid-October, when the cooler weather begins, until the end of May, just before the temperatures rise above 105 degrees. This time frame is essential for us, as it sets the rhythm and volume of our sales, marking the peak of our gallery's activity.

Reflecting on this period, I would dub it "The Season That Got Better." The season seemed divided into two distinct halves. The first half mirrored the sluggish trends of 2023, a year marked by a notable decline in overall sales, down between 20-25%, and even more when excluding our online sales. The decline was partly due to the economic climate, inflation, and the fact that a few of our top-performing artists produced work that didn't resonate as strongly with our clients, through no fault of the artists themselves. However, as we moved into 2024, things began to shift positively. Our total sales from October through April increased by 13% compared to the previous year, a significant rebound indicating a promising trend. The latter half of the season, from January to April, was even more impressive, with a 30% increase in sales compared to the same period last year.

This season has provided us with valuable insights into the art market's dynamics. One of the notable trends was the resurgence of higher-end sales, particularly in the \$2,500 to \$10,000 range, which collectively accounted for about 35% of our total sales. This shift significantly contributed to the overall increase in our average order value, which rose by 45% to \$680.

Sales by day of the week indicate that Saturdays emerge as our most productive day accounting for nearly 30% of total sales. Mondays also show significant performance, contributing 15.8% to overall sales.

Interestingly, while our total sales increased, we observed a slight decline in our online and social media sales. This dip is primarily attributed to the reduced time and energy we could allocate to social media marketing due to the higher in-gallery traffic. Despite this, our efforts in social media marketing have proven beneficial, with a notable return on investment even with a 60% reduction in ad spend this season.

Our data also revealed that 30% of our sales were to returning customers, highlighting the importance of maintaining strong relationships and consistent communication with our existing clientele. This underscores the value of our weekly newsletters and social media interactions in keeping our gallery top of mind for our customers.

Key takaways:

1. **Adaptability and Resilience:** The ability to adapt to market changes and consumer preferences is vital.
2. **Building Relationships:** Cultivating relationships with galleries and maintaining consistent communication with collectors can substantially impact sales.
3. **Marketing Efforts:** Diversifying marketing efforts across in-gallery promotions, social media, and newsletters can help balance sales channels and ensure steady engagement with potential buyers.

