

Monthly Meeting Notes

FCA Victoria, 2009-01-15

Called to order at 7:10, Windsor Park Pavilion

Business: Agnes Cornell

1. Introduced new member Penny Antifave
2. Congratulated the Victoria Sketch Club on achieving 100 years of activity. Elizabeth Caulton introduced the commemorative book which sells for \$20. All sale proceeds go to The Land Conservancy. Contact Elizabeth or Sharon Wareing for the books.
3. For show announcements see the latest Grapevine
4. The Chapter is going to organize the purchase of nametags for those members who want them at a cost of \$5.00. The Chapter will pay the balance. A sign up list will be available at the next meeting. A member enquired if the nametags had magnetic backs and it was explained that, on testing them, the magnetic backs were very easily lost as well as costing an extra \$4.00 each.
5. Please pay Margot Clayton fees if you haven't already done so. The many unpaid members will be contacted by phone.
6. A question/suggestion box will be available at the next meeting.
7. See the latest Grapevine for the spring show details
8. There are two spaces in the Mark Heine workshop Mar 6-9. Contact Kerry at kerryfleetwood@shaw.ca or 655-3684. Mark is flexible about the medium and the subject.
9. Is there any interest in a fall workshop in pastels with Nancy Slaght? Of the ~30 members present 5 or 6 said yes. Andrew Wooldridge was suggested for a workshop, good teacher and entertaining, but it would be oils again.
10. Leslie redhead is doing a demonstration at next month's meeting.

Demonstration Summary: Lisa Danesin, Chapter website

Lisa brought some "small ideas" to present for feedback. The concepts are "not at all finished" but before proceeding she wanted an idea of what direction we want to take. Her design was based on virtually no information from us.

She has constructed the Nanaimo Chapter site and brought examples of several individual sites as well.

Because there is no Internet connection in the meeting room the external links didn't work in the demo, but links to other things on her computer did.

Points:

General concepts

- Greys or neutrals are good colours to showcase art
- Homepage images can be rotated through artists
- Pages would include: homepage, calendar, members list, resources, Grapevine, archives and anything else we want.
- All pages would/could have active links to: members' websites or pages, downloadable forms, email addresses, and any other links we want.
- Grapevines can be made interactive and current
- E-addresses can be hidden behind a link name

- Keep the site relatively simple for those people who don't have up-to-date computers and/or don't want the complications
- Each member gets one page.
- Member pages would have a consistent look
- Artists' pages should be kept to a maximum of 10 images as the upload time is compromised by more.
- Anyone on a dial-up system will be frustrated by a large and too sophisticated site. For example, rotating the images on the homepage requires Flash which not everyone will have available.
- Someone has to organize the jpegs
- The cost including Lisa's time and the hosting fees is about \$700.00, with an annual fee if Lisa maintains the site.
- Members will not have direct access to changes to their pages.
- The use of tags, keywords, and links all add to the search activity of a site

Specifics:

- Les Funk asked what the target audience is: artists or general public. *It was determined that the site would have a dual purpose; a marketing tool, and a source of information*
- Rory Kirby asked about cost to the chapter and to individual members. He also suggested that a committee explore options. *There is no charge to individuals for their member page, and the chapter is saving enough money by not printing and mailing out Grapevines to make the cost virtually neutral. The members present for Lisa's demonstration will have the opportunity to give feedback as the site develops. Lisa has list of email addresses of those interested in giving feedback.*
- The first concept shows a panorama of Victoria with artists' images overlaid –*deemed somewhat conservative but attractive and with some tweaking presents us well as a Victoria group. A more sophisticated/modern font and stronger palette were suggested.*
- The second concept used paint tubes for the buttons. *It was deemed more fun and colourful but "too much like Opus", and attractive to artists but not so good for the buying public.*
- Les Funk asked about categories of artists: watercolours, oils, portraits, etc. *It can be done on the members list but it might be limiting. All these specifics are the decision of the Chapter and don't impact the design.*
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Meeting disbursed at 9:10pm.