

**Victoria Chapter
Federation of Canadian Artists
Committee Reports
April 2012 – 2013**

TREASURER'S REPORT

Financial Report attached as a separate document

EXHIBITIONS:

We had two wonderful shows this year:

The Fall 2012 Show was at the “Morris Gallery” again, great Artwork, well attended, media coverage, but alas not as many sales as the year before.. sign of the times perhaps!

The Awards went to:

Mary Conley AFCA, Phillipa Hudson AFCA, Sandhu Sing for the Awards of Excellence

Ed Araquel, Mary Ann Laing AFCA, Madeleine Renaud for Honorable Mention

The Spring Show was at “Coast Collective”, a new venue for us and a place that usually has good sales, but not for us this time either. Again a wonderful show, excellent work, good coverage!

This time the awards were as they are given in Vancouver,

First, Sherie Welsford , Second, Shirley Schmidt, Third, Desiree Bond,

And Honorable Mentions to Peter Dowgailenko, Elizabeth Caulton and Barbara Callow

Thanks to all that volunteered time and effort to help these come about successfully!

Submitted by Agnes Cornell

STANDARDS:

The Standards Committee is pleased that the “Standards Framing document” posted on the FCA Victoria website last year is being readily and increasingly used by the members of our chapter. The subsequent application of this information has seen improvement in the standards of framing across the board, providing the members with concrete guidelines to work from, and as a result, fewer framing queries throughout the year. Not only does the provision of this information benefit the members, it also makes it easier for the Committee during the painting intake at the chapter shows. The most common

shortfall that the committee continues to see are the use of inadmissible clips on the backs of frames, nicks and dings that have not been touched up, and dust and lint that have been caught between glass and matting – all of which can easily be corrected. So, we remind the members to please refer back to the Framing document or ask the committee if you have any questions.

One final note regarding the FCA National Standards is to reiterate that effective January 1, 2014 the FCA will no longer be accepting art originating as digital media.

It has been a tremendous pleasure as well as a learning process to be part of the Executive these last couple of years, and going forward I am sure that Barbara will be a terrific Standards Chair for our chapter.

Submitted by Anne Hudec

PUBLICITY:

Rack Cards and Posters were created using a publishing program by Jan Pelton. Although she uses Printmaster Platinum, because of it being user friendly, any program that is familiar to the creator would do. The drawback of Jan's program is it did not allow the rack cards and posters to be saved as jpg. images but did allow saving in a PDF format. The PDF format could be easily uploaded, to the printer – Metropol Printshop on Blanshard St. Metropol even provides a template online for the rack cards, which can be used if the creator prefers. For email distribution to and by federation members, Jan used her Photoshop Elements program to change the original format to a jpg format. This was then easily emailed to members, although the poster was sent instead of the rack card as it was easily printed on a full sheet of paper.

The rack card measurements are 4 X 9" and the posters are 8.5 X 11". Both were printed on cardstock by Metropol Printshop. The rack cards were printed on 120 lb. silk and the posters on 100 lb. gloss. For the 2013 spring show, 1000 rack cards and 125 posters were ordered. We then used the in store postering service provided by Metropol to distribute 75 of those posters. The rack cards were printed at a cost of 28 cents each and the posters taken by the FCA were 75 cents each. Those posters that were distributed by Metropol were printed at 60 cents each but the postering was an additional 47 cents each. The total bill for the printing for the 2013 spring show was \$445.48. This included 12% GST. Jan dealt with Alex most of the time, but all of the fellows are good. It is wise to check the proof as there was one time when the colour wasn't quite true in the image, so Jan was glad she had caught it before they printed the order. They corrected it immediately.

Sandy Terry took on the task of distributing information to the various news media, except for the Times Colonist, whom Jan contacted. The contact person for the Times Colonist is Margaret Long (Multi Media Advertising Rep). Her telephone number is (250) 380-5246; fax is (250) 380-5253 and email is mlong@timescolonist.com. The ad was 3 X 5.6 @ \$2.32 /line for \$389.76. Colour was extra @ \$77.95. The total cost for the ad was \$523.84 which included \$56.13 GST. This amount must be paid up front before they will run the ad, so a personal credit card is needed. This amount was then refunded almost immediately by the treasurer.

The ad was placed in the Go section of the Times Colonist on the Thursday before the opening and then was run again half way through the show. This was the procedure used when the each show ran for one month, but for the 2013 spring show it was decided to run the ad just the once because it was to be a two week show. When Jan inquired about the cost, there was no difference so she did run the ad a second time, a week later.

Submitted by Jan Pelton

PUBLICITY - continued

Sandy co-ordinated Press Releases for the Fall Show at Morris Gallery and the Spring Show at The Coast Collective

Free Calendar Listings were sent for publication in:

Spring Show

Monday Magazine	Goldstream News Gazette
Penninsula News Review	Saanich News
Sooke News Mirror	Victoria News
Oak Bay News	SNAP Victoria
Exhibit-v.ca	

Fall Show (additional submissions)

BC Local News	Parksville Qualicum Beach News
Focus	Senoir Living Magazine
Art Avenue	Info@cacgv.ca
Islandcommunity events@atv.ca	tips@cheknews.ca
info@opusframing.com	

Media

Chek TV, the Daily and CBC Radio were sent Press Releases. We were very fortunate to have had, Karen Elgersma, of Shaw TV on the Daily, feature the FCA Spring Show at The Coast Collective Show with Sharlene Stushnov - Lee and Marney Ward as the interviewees.

Distribution

A big push was made for distribution of rack cards for the Fall Show with various members signing up for key distribution areas. Packs of rack cards were mailed out to members in outlying areas for distribution up Island and on the Gulf Islands. This organized approach worked well and cultivates members within the organization helping with distribution. Personal contact benefits all of us with respect to publicity and distribution.

Submitted by Sandy Terry

WEBSITE:

This year a group of people worked to re-organize the web site content in order that it would flow more logically; to clarify some important issues (membership); and to add information on important topics (submitting to shows). The general content of the site was updated and the site itself was revamped to reflect the growing number of topics that appear there.

Submitted by Michael Beseau