

HQ Gallery Communications Committee Meeting, Monday June 14, 2:30 PM via Zoom
NOTES

Present: Pat C., Jean P., Bruce P., Craig M., Ebba N., Sam M., Mary Kay Frances P., Fiona H.

1. Susan Street has recommended that high school art created by Pat Toth Smith's daughter and a friend, students at Benicia High School, be shown in the HQ Gallery later this summer. This proposal will be reviewed by the steering committee. The committee is supportive of the proposal. The work is 12 by 12 and is accompanied by poetry. It could be displayed on an easel or hung on the wall in the area with artwork by the featured artist.

2. Artwalk. At least 80 people visited the gallery on Saturday, it was very busy. Raffle tickets were sold. Artwalk continues in July. We will need to pick up new passports from the Arata Art Gallery before the July date.

3. The Featured Artist in July will be Barb Duvall, Craig Moline is creating a poster using her artwork. Fiona Hughes is creating a featured artist video and will connect with Craig to ensure that the video and poster are utilizing the same images. Craig will be connecting with each artist about a month before the change out to obtain artwork for the next month's poster. Ideally the artwork featured on the poster will actually be hanging on the wall behind the desk.

4. Newsletter. The HQ Newsletter should be sent out prior to each show, and again 2 weeks later with any updates. Barb Duvall creates the newsletter. The newsletter discusses gallery activities as well as promoting the activities of each artist. After some discussion it was determined that we should obtain and review any current guidelines for what types of external activities can be listed in the newsletter.

5. Website. Samantha puts the featured artist for each month at the top of the opening website page. Artists should send images of their artwork to Samantha for this purpose, as well as images for their own personal pages.

6. Videos and YouTube. Fiona and Samantha are working together to create video content for the gallery. It may reside on our own website, on an artist website, or on YouTube. There could be demos or other artist activities included among these videos.

7. The Peddler's Fair takes place the 2nd Saturday in August. For that reason, there will be no Artwalk in August. The committee discussed the benefits of registering and paying for a booth to be set up in front of our gallery to encourage the many thousands of Peddler's Fair visitors to come into the gallery. The cost is \$187.00. Committee will recommend participation to the steering committee.

8. Instagram. Ebba Navas announced that we now have 565 followers on Instagram. She has been posting to Instagram at least twice a week for many months resulting in this wonderful following.