

11-2-1999

## Gallery Night Minutes

Gallery Night Providence

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## GALLERY NIGHT MINUTES

11/2/99 - 6:00 p.m.

Taken by Alison Wald

### PLEASE PAY PARTICULAR ATTENTION TO ITEMS IN BOLD!

**Attendance:** Cathy Bert (Bert Gallery), Liz Squillace (Providence Art Club), Paul Deery (Helianthus), Bill Greene (RI Historical Society), Teresa Level (Gallery Flux), David Loewenstein (Full Circle Gallery), Paula Martiesian (Centercity Artisans), Phil Ritchie (Peaceable Kingdom), Martina Windels (Martina & Co.), Sara Agniel (Gallery Agniel), Judy Davidson, Lora Urbanelli, (RISD Museum), Beth Weiss (Tilden-Thurber), Alison Wald, Barbara Barnes

#### Arts Media

Paul Fitzgerald and Maureen McManus introduced a new arts magazine, *Arts Media*, based out of Boston, which focuses on visual arts with critical writing. They distribute 15,000 copies a month in the Boston area, and they estimate a readership of 30,000. Everything reviewed in the publication can be seen the month it is released.

They want to break into the Providence area, both editorially and in advertising. Various options were discussed for Gallery Night's inclusion in this, all focusing on combining editorial content with advertising. One included a possible group page of ads for GN members, in return for a distribution of GN brochures inserted in the publication to targeted areas.

After *Arts Media* left, the discussion continued about options. GN would try to get a sponsor for an ad, making sure there would be specific Providence page. We would request a targeted distribution of *Arts Media* with GN brochures inserted, based on the location/needs of sponsor. It was decided that we will ask for editorial content immediately, and then follow up with the ad campaign. Cathy will follow up with *Arts Media* to discuss these various options and get firm numbers. In the meantime, the magazine has a free listings section with photos in which all the galleries should be listed.

#### Birthday Bash

Teresa passed around a thank-you letter written by Philip Johnston, RISD museum director, in response to a Letter-to-the-Editor, written by Cathy. She thanked RISD for the use of the museum for the Birthday Bash. Lora Urbanelli of the museum recommended we write a formal letter to her requesting use of the space next year.

#### Yankee Magazine

Cathy suggested we send information and photos to Yankee Magazine now for the Birthday Bash next year, because their lead-time is so long.

#### VIP Tours

Barbara reviewed last month's VIP tours, which included Johnson & Wales, BankRI, the Providence Convention and Visitors Bureau (CVB), and RI Historical Society. It went very well, and so far, the feedback has been positive. Potential VIPs were discussed for next time, including Nordstrom, Auto Show Volvo, and Conway tours.

#### Gallery Night Count

Since it is so difficult to determine accurate numbers of attendees, all galleries should take a count at 8:00 to avoid overlap. Please be ready to report these numbers to Alison when she calls after GN.

### Karen Adams

She was the guest guide last month and was very good!

### Phoenix Ad

Sara showed the ad designed by Winsor Pop which included a space for a different gallery to drop in their information each month. The Phoenix will place 1/4-page ads twice month in the Providence Phoenix, and once in the Boston, Worcester Phoenix's on the 2<sup>nd</sup> and 3<sup>rd</sup> Thursdays of the month. There will be someone assigned to our account at the Phoenix who will handle maintaining the ad each month. Each gallery will be responsible to get their photo and information to the Phoenix when it is their month. Please see the six-month calendar for the ad schedule (please note that Full Circle's ad will be in January, not December). Call Sara for contact information at the Phoenix.

### Fund Raising Committee

Sara and Martina presented the idea of soliciting 36 restaurants (2 per gallery) to be included in an insert in the brochure for \$100-\$150. This could gross \$3600 - \$5400 each month, or net approximately \$4400.

This idea was discussed, and led into a discussion of sponsorship-both the history of soliciting sponsorship in the organization, and how best to consolidate and streamline the process. Cathy expressed concerns about mixing fundraising and sponsorship and how best to avoid overlap. To clarify matters, there will be a meeting with a smaller group on Wednesday, November 17 at 6: 00 p.m. at Gallery Agniel to review these areas. All those interested should plan to attend.

### Press Review

Alison passed out press releases and the 6-month calendar for all galleries to review, and reminded everybody that she needs any and all press information, including postcards and long-term schedules by the meetings, but preferably before. She also reminded all galleries who hung out their Auto Show Volvo banners to continue to do so. She also passed out smaller signs thanking WPRO for their sponsorship. WPRO will have to make more so each gallery does not have one yet.

The meeting adjourned at 8:00 p.m. The next meeting will be December 7 at the Aldrich House.