

Vice-President

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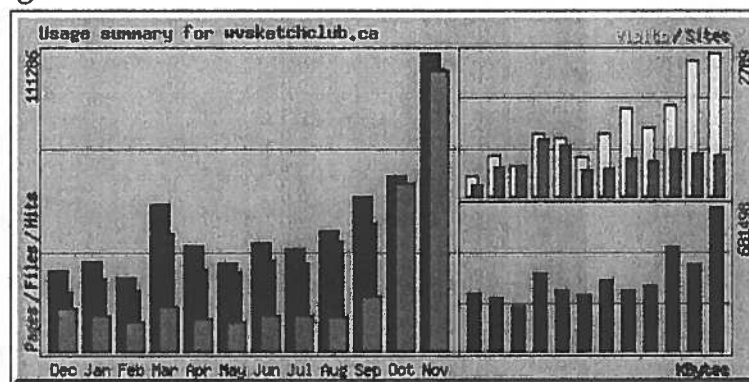
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Website News

We have just completed another set of workshops to help members to prepare for, create and update their own websites. This brings the number of member sites to 46. We have also had a few members attend the workshops for a second time, which they are welcome to do, to re-enforce or practice the key functions they require. I will schedule more workshops as the demand warrants, so I am relying on you letting me know of your interest. Thanks.

By the time the next newsletter comes along, we should be well into the next phase of the website, which allows for the easy creation of content for the Club Website itself. We are just awaiting the completion of some new programming that will allow us to do this. We will then be able to communicate more information about the Club, its activities, shows, activities of members, and the value of membership in the Club. The same new functions will allow members to have more flexibility in creating, formatting and illustrating content in their own sites.

In case you are wondering what levels of activity have been occurring on our website, here is a graph of activity for the past year. . By any measure the usage has been increasing steadily over the summer and now it has gone to a whole new level for October and November.



Club and Member Shows Publicity

The executive has been discussing ways of improving the publicity for our upcoming shows at Park Royal in March and Capilano Mall in June. Last year was the Club's first participation in the Harmony Arts Festival, with the wonderful result of 26 paintings being sold in a few days. The lesson we took from this is that people that visited our show at Harmony Arts were much more pre-disposed to being interested in art than the average mall shopper, since with essentially the same artists and the same paintings in a mall show, we sell just 1.4 of the number of paintings in a mall show. The malls are great venues, they don't cost us anything, there is lots of traffic and the venue is very attractive. What we need to do is to get more people that are interested in art to come to the Mall Shows!

The best way to do this we feel is a collaborative approach between the Club and individual members. We are asking members to think of their participation in the mall shows similarly to holding a show of your own. Put together a list of people that you would like to invite to "your" show. Call them or send them something in the mail to let them know of your work being at the upcoming show. You may already have such a list started and you may just need to update it. If you use e-mail, this can be done for little or no cost, of course.

To complement this request, the Club executive is pursuing some interesting ways of significantly expanding signage and publicity in the community to support the mall shows and add impact to the members' initiatives.

We have (at least partial) records of all sales at Club shows since 2001. I am compiling this now and we will fill in any missing information as we can. This should be available for your use in a week or two if you would like to get this information. Let me know. Thanks in advance for your support for this initiative, which is being led by Jennifer Tunner, our Exhibits Chair, Deb Taylor from Publicity and myself to bring in the website connections.