



Joanne Chambers



Alison Christler





June Clark-Moore



John McFedries





Ray Balbas



Joanne Chambers







Alison Christler



Louise Velon



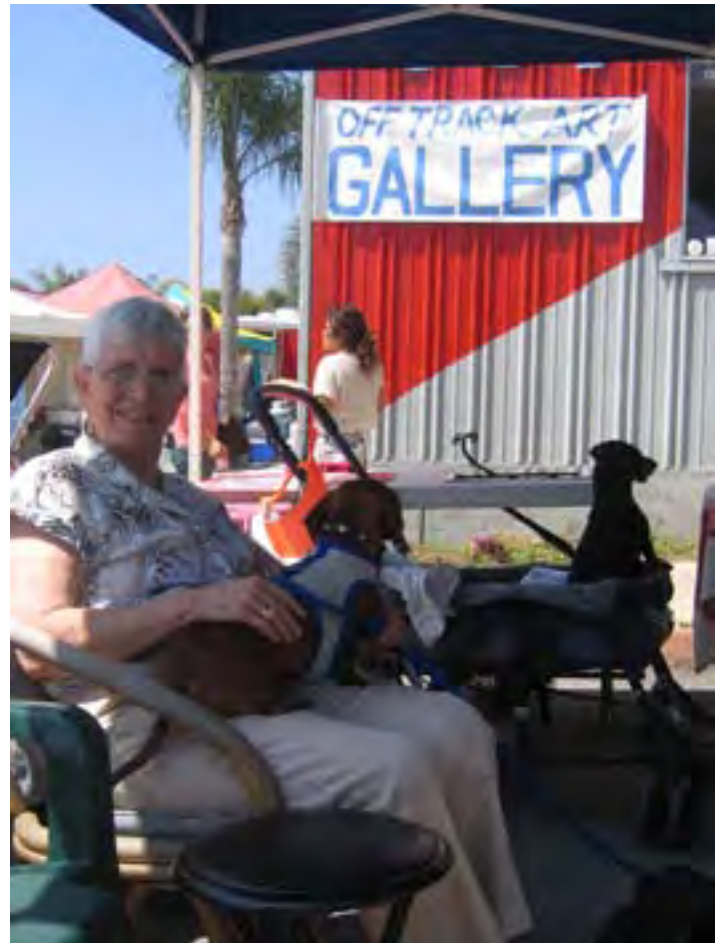
John McFedries and June Clark-Moore



John McFedries







Isabella Breasted



Janet Finney





June Clark-Moore  
about a year or so be-  
fore she died.



Joanne Chambers and Alison Christler (died 2009)



Ray Balbes



Isabella Breasted

By Cathy Carey

April 2006

Follow the sun from Rancho Santa Fe west to Encinitas to find the new gallery space born in the building formerly known as the Red Sand Clothing Co., and before that the Coast Dispatch newspaper. The current owner, friend to the arts John DeWald, has graciously rented the building to local artists for a token amount while he awaits the permits to rebuild on the site. For the next year, a collection of artist-owned galleries and the Offtrack Gallery, run by the San Dieguito Art Guild, will be in a prime location on Hwy 101 just north of the Lumberyard during the thick of summer pedestrian traffic going to and from the

many unique restaurants and trendy shops. The free-spirited artistic voice of Encinitas is vivid and colorful, like the surf shops

and psychics, bohemians and trendsetters, who call this beach town home. This eclectic blend of artists in a warehouse-sized

location is an irresistible draw, and the opening day reception was packed. This location even has an off street parking lot,

a truly amazing combination of good will and good luck for the artists of San Diego. The new gallery building is located at

687 South Coast Highway, 101 in Encinitas in the grey building with the big red painted triangle. Upcoming receptions will

be May 6th and 7th 1PM – 6PM and June 10th and 11th 1PM to 7PM. Preview work at [www.offtrackgallery.com](http://www.offtrackgallery.com) and [www.artstudiosandiego.com](http://www.artstudiosandiego.com).

April 5, 2006

San Dieguito Art Guild: Stephanie Goldman will be the guest artist at the next meeting, 7 p.m. tomorrow at Quail Botanical Gardens, 230 Quail Gardens Drive, Encinitas. Free. (760) 942-3636.

# First meeting in “Gray Building” agenda

**Our hardest task will be to get people to turn that corner and enter the gallery.**

- ☐ Join DEMA
- ☐ Approach each local business with reciprocal information

## Space layout

- ☐ what room to use for desk, computer etc.
- ☐ photography, watercolor, jewelry in which rooms etc.
- ☐ need jewelry cases
- ☐ take the 4th room ?  
(re-measure) & move Soravia

## Signage

### Outside wall signs:

- ☐ board approval of outside sign design
- ☐ temporary sign until city approval  
(takes 30 days)
- ☐ painting of sign - who to do?
- ☐ Footsteps on sidewalk leading to front door
- ☐ A-frame, 2 sides with direction arrow
- ☐ Fake door on 101 side with  
“Please use other door”

## Monthly show rules

- ☐ Charges just as before, by size, but:  
Use a diagonal measurement, e.g.  
up to 24 is \$10, up to 35: is \$15,  
up to 48” is \$20, over is \$25
- ☐ Allow Giclee and Calligraphy
- ☐ Policy on Shrinks & cards - put in for free or charge?
- ☐ Jewelry/glass/scarves etc. - monthly rate

## Sitting hours:

- ☐ suggest 10am to 6pm, open evenings when there is an event downtown

## Sales:

- ☐ Suggest we use receipt book and not the computer - tag can be stapled to receipt
- ☐ Joanne Chambers can enter sales later in computer

## Date we can actually open

- ☐ first take-in, suggest Friday, March 31 for sure
- ☐ If possible do first take-in on  
Friday, March 17

## Grand Opening:

- ☐ Date: suggest Sunday afternoon, April 2
- ☐ Invitations - how much to spend (Instead of sending out postcards, have a phone tree committee come in and call and personally invite past buyers to our opening reception)
- ☐ Who to include: encourage the artists to bring a family member, friend or neighbor to the reception and invite the local press. Also invite all the Art Commissioners, as well as the City Council and The Downtown Street Association aka DEMA.  
Include students somehow?

Open to students? Each month 2 spaces?

## Make Wish List:

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## Make job list

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# Grand Opening

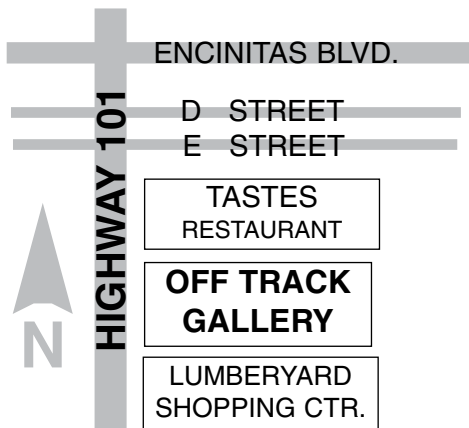
San Dieguito Art Guild's

## Off Track Gallery

*A co-op of talented local artists*

687 So. Coast Highway 101, Encinitas

**760-942-3636**



**Sunday, April 2 from 2-5 pm**

*Ribbon Cutting at 3 pm*

Featuring gallery members:

Kirk VanAllyn's chalk labyrinth and Janet Finney on the harp.

Also showcasing young artists from Mrs. Johnson's third grade class from Capri Elementary School.

REVERSE GLASS PAINTING BY LYNN LEAHY

JEWELRY BY BARB MILLE

NECKLACE BY DIANA LEVENSON



Watercolor • Pastel • Photography • Digital Art • Oils • Acrylics • Mixed Media



MOONLIGHT BEACH IN OIL BY LISA REINHARDT



FRUIT TRUCK IN WATERCOLOR BY DOT RENSHAW

# NEW LOCATION

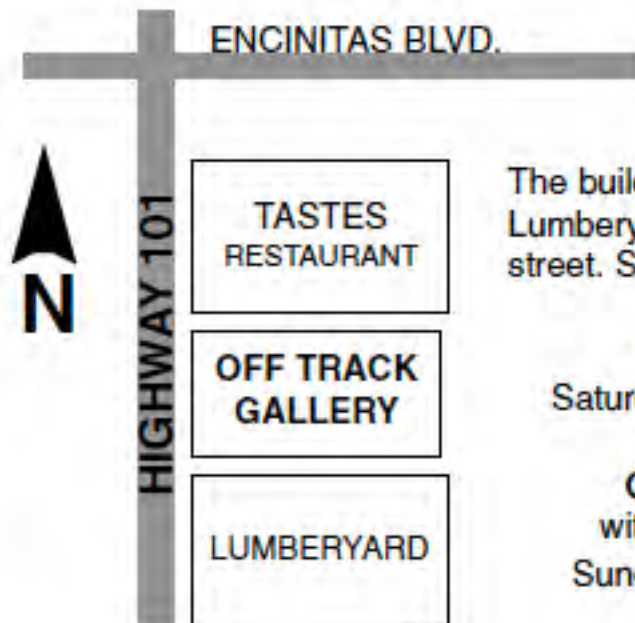
# Off Track Gallery

687 South Coast Highway 101, Encinitas  
760-942-3636



# NEW LOCATION Off Track Gallery

687 South Coast Highway 101, Encinitas  
760-942-3636



The building is North of the Lumberyard, same side of street. South of Encinitas Blvd.

**Opening Day**  
Saturday, April 1 • 10 to 6

**Grand Opening**  
with Ribbon Cutting  
Sunday, April 2 • 2 to 5

## San Dieguito Guild offers artful outing options for Mother's Day

By Amanda Daniels

COMMUNITY NEWS WRITER

April 29, 2005

ENCINITAS – Art, sweets, flowers and your time. What more could Mom want on Mother's Day?

You can give her all four next weekend with the San Dieguito Art Guild Mother's Day Tour.

Advertisement  
Click Me!

The expanded tour includes 12 sites this year, said guild president Cris Weatherby. Guild members will host art displays and demonstrations, refreshments and access to their gardens.

The self-guided tour includes North County homes along the coast as well as inland. Homes will be open from 10 a.m. to 4 p.m. May 7-8.

"We have really great, unusual places," Weatherby said. "There is a big one in Scripps Ranch, a quirky one in Del Mar. Every place will have guest artists."

Four or five guild members and their art will be at each home. Plein-air painters will work in some gardens. Docents will answer questions.

Artist and gardener Charlene Bonney has a Spanish-style property that overlooks Moonlight Beach. She will provide answers about what can grow near the ocean. Her garden is always a popular attraction, Weatherby said.

What: San Dieguito Art Guild Mother's Day Tour

When: 10 a.m. to 4 p.m. May 7-8

Where: Throughout North County

Cost: \$15; children admitted free

Information: (760) 942-3636

"The gardens are really supreme, and around Mother's Day they're just unbelievable," Bonney said.

She and her husband have a crystal and rock garden, as well as displays of succulents, cactuses, vegetables, flowers and palms.

Much of the property can be seen from the beach, and the display is popular with beachgoers, too, Bonney said.

"The beach people always come over and take pictures," she said.

Bonney paints shore scenes and said she is particularly known for her palm trees. She paints in water media.

In another garden seven miles away in Olivenhain, Bobbi Hirschhoff will welcome visitors to her two acres filled with roses, fruit trees, birds, koi ponds and tropical plants.

She and her husband designed their grounds, which are accented with art. There are colorful bird houses, mosaics and stained glass windows. There's a brightly painted wishing well that is actually a recycled sewer pipe. And there is a golf cart that her son and daughter painted with sunflowers.

"I think people, when they're looking at gardens, like to see more of a human element than a cookie-cutter type of thing," Hirschhoff said.

The San Dieguito Art Guild has about 200 members who work in a variety of media. The guild is headquartered at the Offtrack Gallery, 914 N. Coast Highway 101, Leucadia. The gallery will be one of the stops on the tour.

The guild is giving away some tickets to residents of retirement homes, particularly mothers whose sons or daughters don't live nearby. Tickets are \$15, but children younger than 18 can attend for free.

For more information, call the gallery at (760) 942-3636 or go to [www.offtrackgallery.com](http://www.offtrackgallery.com).

687 South Coast Highway 101  
Encinitas CA 92024  
760-942-3636  
www.offtrackgallery.com  
Fri. & Sat. evening open until 8pm.

# The Paint Rag

## May 2006

### SDAG President announces successful opening of the Off Track Gallery

The grand opening reception on Sunday, April 2<sup>nd</sup>, was a wonderful success. The event took on a festive feeling as more and more people arrived. **Kirk Van Allyn** had officially installed his first "permanent" Labyrinth in the warehouse area a few days previously and **Janet Finney** played her harp as folks wandered along the geometric designed paths or got a chance to ride Kirk's Segway.



Throughout the gallery, people mingled and enjoyed refreshments and beautiful flower arrangements provided by our hospitality hostesses, **Joan Grine** and **Louise Velon** as well as other members.

Our studio artists down the hall and upstairs went to equally great preparations and were able to



*Left to right: Jim Gilliam, John DeWald, Grace Swanson, Walter Berk, Laura Lownestein, Mary Trotter, Joan Grine, Maggie Houlihan, Isabella Breasted, Dan Dalager and a helper from the Chamber of Commerce.*

share in one total building opening. For those who haven't seen our new digs, please make a trip and visit not just Off Track Gallery, but studio spaces of **Cathy Carey, Lia Kondilis, Ann Lynott, Ellie Wagoner, AJ Diffenbach, Elaine Trei, and Stan Weber**. We also have a resident silk screening business – **Moonlight Screen Printing**.

The ribbon cutting ceremony created a buzz on the sidewalk as city council members, **Maggie Houlihan** and **Dan Dalager**, as well as Arts Administrator, **Jim Gilliam** gathered along with our landlord, **John DeWald**, SDAG board members, founding member **Vilma Malmberg**, and many other community people to cut the ribbon. All and all, the start of our new location for the Off Track Gallery was a huge success.

Already, we have seen a big increase in walk in traffic compared to our previous location. On Wednesday, the third day of business, during one shift in the afternoon, 20 people walked into the gallery. And we have had some sales already! During the first three days we were opened, we had sales of \$700.00!

Many thanks must go to **Grace Swanson**, who's amazing energy and positive attitude got us opened in 6 weeks and to floor Art Chair, **Barb Millé** with her many creative ideas and equal determination. **Joanne Chambers** got our office up and running and many others pitched in with donating displays and their help. This time we have kept the cost to start up way down by keeping the creative juices way up. (Think how to NOT spend money!) Each gallery room has a  
*Continued on page 3...*