

From the North County Times

Project expected to transform downtown Encinitas

By: ADAM KAYE - Staff Writer | Tuesday,
January 2, " 10:03 PM PST ∞

A grocery store, restaurant, commercial space and condos are planned at the former headquarters of the Coast Dispatch newspaper on South Coast Highway 101 in Encinitas.

ENCINITAS -- A hearing for the largest mixed commercial and residential project in downtown Encinitas has been postponed so a developer can complete a traffic circulation plan, officials said Tuesday.

"Pacific Station," the "mixed-use" project proposed by Encinitas developer John DeWald, calls for two three-story buildings, a two-story restaurant and two levels of underground parking on the 1.39-acre lot between E and F streets. The 33-foot-tall buildings would be among the tallest in downtown Encinitas.

The project also would include a grocery store or pharmacy as the anchor, along with offices and smaller stores. The businesses would have 47 one- and two-level condominiums built on the floors above them.

The Planning Commission was scheduled to consider the project at its Jan. 11 meeting. Planner Tom Curriden said Tuesday, however, that a traffic circulation plan remains incomplete.

The traffic plan calls for changes to the coast highway. A driveway serving the 254-space parking garage would be controlled by a new traffic signal at F Street. A left-turn lane would be built for south-bound motorists on the highway to enter the garage.

That means some of the angled parking along the highway would be replaced by parallel parking.

Pacific Station, with its reconfigured intersection at F Street, represents a major evolution of the city's historic downtown district, Peder Norby of the Downtown Encinitas MainStreet Association said Tuesday.

"Although (the project) represents a massive change, downtowns are always evolving and changing," said Norby, whose group promotes economic development and tourism along the commercial strip.

In the late 1970s, he said, The Lumberyard shopping center brought a similar transformation to

downtown Encinitas.

"That represented a huge change for downtown," Norby said. "This does represent an evolution, but it's not that it's something that hasn't happened before."

Mixed projects aren't new in Encinitas, Norby said. There are 14 -- mostly along Second Street -- in various stages of completion, he said. All of those projects are smaller than the proposed Pacific Station, most with one or two apartments built atop a downstairs store.

Last month, the Encinitas Planning Commission approved a mixed commercial and residential project on North Coast Highway 101 at A Street that includes stores, offices and 19 townhouses.

At the Pacific Station site, the 14,000-square-foot metal building that has occupied the property since the late 1950s served as the headquarters and print shop for the former Coast Dispatch newspaper. The building would be dismantled and removed to make way for the project.

At the north end of the property, another aging building would be dismantled and rebuilt with some of the original materials 10 feet from its present location as the two-story restaurant.

A pedestrian walkway would connect the buildings and plazas positioned throughout the site. The north end of the walkway would point pedestrians toward the railroad and the Encinitas Commuter Station, which is one block away.

DeWald said Tuesday that he expects to break ground on the project later this year. A timeline submitted to City Hall pegs the complex as ready for occupancy in early 2009.

DeWald said he is negotiating with grocers and other retail tenants. He would not disclose the names of the businesses.

He said he also is taking names of people interested in buying the condominiums, which would range in price from \$500,000 to \$900,000.

-- Contact staff writer Adam Kaye at (760) 943-2312 or akaye@nctimes.com.

50 words or less:

Off Track Gallery

687 So. Coast Highway 101, Encinitas.

(Just north of the Lumberyard)

760-942-3636

offtrackgallery.com

Open 10-6, Fri & Sat until 8, Sunday until 4, closed Monday & Tuesday. Local art work in many mediums, from local scenes in brilliant oils, acrylic and pastel to juicy watercolors, handcrafted jewelry and blown glass.

Calendar of Events section:

Thursday, January 4, 2007 from 1:30-3:30pm

Demonstration by Susan Kopp and Ray Balbes, FREE & open to the public, at Quail Botanical Gardens, Ecke Building.

Sunday, January 7, 2-4pm.

Gallery Artists' Reception. New art on display every month at the Off Track. Come by and meet some of our many talented North County artists.

Tuesday, January 9th, 5:30-7:30pm. "An Artful Evening"

The Off Track Gallery along with the other businesses in the 687 Gallery Building are hosting the monthly Encinitas Chamber of Commerce Sundowner. Food will be provided by local restaurants. Beverages provided by the Chamber. Live music. Raffle items including many pieces of original art. Chamber of Commerce members are \$5. Non-Chamber guests are \$10.

Thursday, February 1, 2007 from 1:30-3:30pm

Demonstration by Jacqueline Nicolini, who is well known in the San Diego art community for her exquisitely realized portraits painted in oil. The demo is FREE & open to the public, at Quail Botanical Gardens, Ecke Building.

Sunday, March 4, 2-4pm.

Gallery Artists' Reception. New art on display every month at the Off Track. Come by and meet some of our many talented North County artists.

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April 21, 2007

Plein Aire painters, led by Joan Grine, from the Off Track Gallery will participate in the Encinitas Garden Festival in Olivenhain. See the SDAG website for more details: www.offtrackgallery.com.

May 12,13, 2007

The San Dieguito Art Guild once again presents their very popular Mothers' Day Weekend Artists' Studio and Garden Tour. Please check out www.offtrackgallery.com closer to the event.



Grace and her son Daniel Swanson worked the chocolate fountain at reception

San Dieguito Art Guild's

The Paint Rag

687 South Coast Highway 101, Encinitas CA 92024 760-942-3636 www.offtrackgallery.com Wednesday - Sunday 10am-4pm.

Mark Your Calendar

Take-in for January

- **Floor artists:** By appointment only, contact Floor Manager Barb Millé 760.942.3595
- **Wall artists:** Tue., Jan. 2, 2007, 9:30am-12pm
- **Board Meeting:** Mon., Jan. 22, 2007, 9:30-12pm, Quail Gardens Larabee House
- **General Meeting *Note New Time!*** Thur., Jan. 4, 2007, 1:30-3:30pm, Quail Gardens
- **Upcoming Monthly Demos** will be in the daytime starting with Jan. Hours will be first Thursday of the month, 1:30-3:30pm.
- **Encinitas Chamber of Commerce Sundowner, Off Track Gallery** Tues., Jan. 9 from 5:30-7:30pm. Everyone welcome! Tell your friends. Food, music, and raffles. \$5.00 for members (SDAG is a member) and \$10.00 non-members. Start the New Year with a smashing party at the Gallery Building.
- **Small Image Show Art Pick-up:** Tues., Jan. 2, 2007 9:30am-12pm. Also Jan. 3-7 during gallery hours. All artwork must be picked up by the end of day on Sun., Jan. 7th.

Environmental Painters

PAINT OUTS - ALWAYS TUESDAY

Jan. 9 & 16, Meet at Rancho Santa Fe Library. We will decide where to go from there.

Jan. 23 & 30, Wind and Sea Beach, La Jolla, at the foot of Nautilus.

Feb. 6, Quail Botanical Gardens
Feb. 13 & 20, San Elijo Lagoon, headquarters off Manchester, west of I-5.

Call Joan Grine 858.481.8783 for more info.

Jan. Demonstrators Susan Kopp & Ray Balbes

DEMO: 1:30-3:30p.m., Thurs., Jan. 4, Ecke Hall, Quail Gardens
Susan Kopp

From early childhood in Santa Maria, California, Susan Kopp loved all things related to art and design. After raising a family, nine years ago Susan and her husband retired to Oceanside. Taking classes at the Oceanside Museum School of Art rekindled Susan's desire to express herself through art. Her travels in Europe, Mexico and North Africa with art classes from Palomar College and studying with local artists broadened and enhanced her skills. Today Susan uses mixed media and collage for self-expression. Applying layer after layer of rice paper or tissue paper or almost anything else to produce texture, she relies on layering of paint and her imagination.

Susan sold nineteen paintings in two days at her first street faire in Oceanside. Similar results were experienced at her second faire in Carlsbad. Time will tell if this was beginner's luck or a bright new future.



"Madrid Botanical Garden" by Susan Kopp

Jan. Demonstrators...continued Ray Balbes

Ray Balbes is an emeritus professor of mathematics at UM St. Louis. He started out by dabbling in acrylics and began working in digital art in 1980, by creating a computer animation system for himself and artists in the broadcast industry. His work is on display in the U.S., Mexico and Canada. In the early 90s, with the advent of high quality color printers, Ray became fascinated with the possibility of creating his own images that were abstract, yet in some intrinsic sense, related to the real world. With each new artwork, Ray incorporates a selection of new and proprietary processes, to create the effect that he is seeking.



"Caribbean Sea" by Ray Balbes

Off Track Gallery

Now open until 8pm on
Friday & Saturday
New Sunday Hours
10am-4pm

Closed on Monday & Tuesday
Closed Dec. 31.

January 2007

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10am-4pm Closed on Monday &
Tuesday Closed Dec. 31.

President's Message

By the time this issue of the *Paint Rag* reaches your hands, we'll be half way through Dec. and there will still be half a month left to enjoy our Small Image Show at the gallery. We had an outstanding response from our members and nonmembers with over 100 entries. **Wanda Olson** and her take-in crew found a creative way to display the small images in all three gallery spaces. A big thanks goes to **Grace Swanson** for all the help she provided getting the show organized, notified and generally pulled together. **Lauren Jackson**, our judge, did a beautiful job choosing the winners in each category. Because the show was such a success, we may do another before long!

Don't forget that we'll be keeping our Dec. 2006 show up all of Dec. Take-in for the Jan. show will be on Tues., Jan. 2. There'll be plenty of time to see **Lisa Reinhardt's** special foyer show and our regular show, as well as the Small Image Show. Consider shopping for that special gift right at the gallery and avoid the stress of crowds at the malls.

Our First Sunday Reception was especially eventful on Dec. 3 with the Grauer School bringing lots of parents to view the wonderful children's art in the gallery's hallways. Grauer School art teacher, **Beth Marshall**, provided yummy cookies and Starbucks coffee, among other goodies. And a wonderful group of musicians from the school provided the musical background to folks viewing the art. As usual, **Joan Grine** created a beautiful table decorated with a festive red tablecloth and holiday trimmings.

A date to note on your calendar is our first ever Encinitas Chamber of Commerce Sundowner on Tues., Jan. 9 from 5:30-7:30pm. Our gallery, with the help of the other gallery building artists, will put on the Sundowner. It

should be a fun start to the New Year. If you would like to help in anyway, please contact me. We're planning a roving party with food stations in several areas of the gallery building.

Our guild is receiving several requests to participate in various events. Encinitas Garden Festival will be celebrated in Olivenhain this year and we have been asked to be a part by having plein air artists along the walking tour route. The event is in April and I'll have more info on it later. Operation Smile has contacted us concerning a fundraiser reception with an art show. This could be a possibility also.

Although we did find out from our landlord that we'll still have to move sometime in the next year, we have a little more time. The earliest that we'd have to move would be June 2007. And it could be later into the fall of 2007. The board of directors will be exploring the various options as we proceed into the next couple of months. If anyone has an idea of a space, in a coffee shop, with lots of foot traffic, has a bathroom(!), and the rent is dirt cheap, please let one of the board members know. Oh, it also should be in North County.

Starting in January 2007, our monthly general meetings with a demonstration will be held during the daytime. The date is the same, the first Thursday of the month, but the time will be from 1:30-3:30pm rather than in the evenings. **Ray Balbes** and **Susan Kopp** will be our demonstrators for January. Two very different and exciting artists. Not to be missed!

Happy Holidays to all. May your holiday be a joyful one,

Laura Lowenstein
lloenstein@adelphia.net
760.753.3254

Member Announcements

Upcoming Workshops at the Studio of Art and Design in Solana Beach Creative Floral Painting in Watercolor with Joan McKasson & Sat., Jan. 27 & Sun., Jan. 28.

Rikki Reinholz will teach a one day Beginning Watercolor Workshop held Fri., Jan. 26 & Sat., Feb. 10. All Materials are provided.

Creative Landscape Painting in Watercolor with Joan McKasson Sat., Feb. 24 and Sun., Feb. 25, **Watercolor classes** Jan. 9 & 10 with Rikki Reinholz. Classes held on Tues. & Wed.

Class size is limited, apply early. Workshops and classes will be held at 616 Stevens Ave., Suite C, Solana Beach. Contact the Studio at 858.755.6202 or visit rikki-studio.com

Joan Grine has a display of her pastel paintings at the Rancho Santa Fe library for the month of December.

Correction

Jeanine Fondacaro's name was spelled incorrectly in the Dec. issue of the *Paint Rag*. Jeanine's painting "San Elijo Lagoon" was one of the featured paintings in the Dec. issue.



*Landscape #2 by Rebecca Grohowski
Photo by Grace Swanson*

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Landscape #2 by Rebecca Grohowski

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From the Calendar Chair

I encourage members to sign up for their preferred calendar dates well in advance. However, if you have signed up for a date in advance and decide not to show that month and don't let me know, your name is on the calendar and I think you are still sitting that shift. I usually find out too late that you won't be coming in and I end up covering for you on these shifts. If you decide not to show one month and had signed up on the calendar in advance for that month please alert me to remove your name.

Grace 760.942.6109

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E-mail is ALWAYS better for me

Getting to Know You...

Starting in Jan., at each Sun. afternoon reception, up to ten SDAG members will be asked to give a very short presentation (5 minutes or less) on their piece of art. All SDAG members and the public are invited to walk around the gallery from one piece of art to another as we listen to each member explain their vision, inspiration, process, methods etc. in creating their art. Each month we will have a different group of artists give their mini-presentations. In this way we will all get to know each other and each other's work a little better. And it will make us more knowledgeable as we staff the gallery and sell our fellow artist's work.

If you would like to be in the first group on Sun., Jan. 7, please call or e-mail Grace at 760.942.6109 or **swanson121@cox.net**
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Results of December People's Choice Award

The People's Choice Award goes to **Kirk Van Allyn** for his photograph "Who's That?" He will receive a "People's Choice" ribbon and also be allowed to keep his photo in the Dec. show at no extra cost and placed in the position of his choice. Congratulations to Kirk. Tied for first place was **Grace Swanson's** "Matilija Poppy" but since her painting sold (hooray) it will be going to a new home!

Tied for second place are:

Joan Grine for "Grand Mesa",

Mary Beck for "Lone Gull",

Bobbie Harrington for "Sunrise at Crystal Mine". In third place is

Charlene Bonney for "The Girls".

In all 126 people voted for 53 different pieces of art. (Someone voted for Monet, but alas, he is not one of our active members!)

We would like to remind you that (1) voting is to be by non-members only and (2) voting must be for the Off Track Gallery art only (that means -- as beautiful as it is - - Cathy Carey's, AJ Dieffenbach's, Elaine Trei's, Stan Weber's or kids' art show work is not eligible for this voting).



*"Who's That?" by Kirk Van Allyn
Photo by Grace Swanson*

Volunteers Needed

People's Choice Award"

Coordinator

Monthly Tasks:

1. Make sure gallery has enough ballots for the month.
2. Pull one vote, call winner and invite them to reception to receive gift certificate (mail gift certificate to them if they cannot come to reception).
3. Count ballots and report winning artist to *Paint Rag*.
4. Call winning artist, congratulate them, ask where they would like to hang for the next month, report to Wanda Olson.

Call or e-mail Grace at

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San Dieguito Art Guild Historian

Under the shrink wrap bin the Gallery are many albums from past SDAG years. In the last few years, we have been so busy that SDAG has let this function lapse. The Guild has been in existence for over 42 years. We sure would like our "era" to be part of the recorded Guild history. If this is something that interests you, please contact either Laura Lowenstein or Grace Swanson for more details.

SDAG Members & Holiday Shopping

Consider purchasing your gifts for friends and family from our own Off Track Gallery. You have to shop somewhere, right? Why not support your fellow artists and shop in "our own store". Plenty of small paintings, jewelry, scarves, purses, glass, wine stoppers, vases, ceramics and even unframed art to choose from.

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Instructions for Off Track Gallery January 2007 Show

These instructions are for wall-hung art only (does not include jewelry, glass, textile etc.)

- **The entire gallery changes every month.** If you had art in the Dec. show **you need to bring in a replacement** (even if you pre-paid for 3 months). Take-in day are Tue., Jan. 2, 2007, 9:30am-12pm
- Bring your calendar with you so you can sign up for future sitting dates. If you have one piece of wall art in the gallery for the month of Jan. (or if you have just cards) you will need to sit one shift. If you have 2 or more pieces you must sit 2 shifts per month. There is a list of paid sitters available if you should need one.
- If someone else needs to bring in your artwork for you on take-in day, **you must have your sitting dates already arranged for Jan. by calling Grace Swanson at 760.942.6109 to choose or verify your dates. Your helper must arrive at take-in with your sitting dates listed on your take-in sheet.**
- **Each artist is limited to 3 pieces of wall art.** If you are already on the 3-month plan for less than 3 pieces, just tag your 3rd piece as an add-on and your fee is \$10 for that piece. If you are paying month-to-month your fee is \$15 x 3. If you have one piece in the show you must sit one shift per month. If you have 2 or 3 pieces in the show, you need to sit 2 times.
- For the month of Jan. show, the maximum dimension of your wall-hung art cannot exceed a total of 84 inches measured on the diagonal for 1 or 2 pieces and not more than 126 for 3 pieces.
- When you come to the Gallery on Tues. for take-in please have your **temporary Take-in Tag** and the **Take-in Sheet** (found in a separate PDF file sent along with *The Paint Rag* or inserted into your *Paint Rag* if mailed to you) filled out.
- You must have a multi-strand wire (not the saw-toothed hanger typical of ready-made frames) attached securely approx. 1/4 of the way down from the top of the frame and slack enough to come up to approx. 2 inches from the top of the frame, please tape the ends of the wire.
- Your art from the month of Dec. will still be hanging on the wall. Leave it there until you are all finished with the take-in paper work. Pick up your art just before you plan to leave the building.

Small Image Show /Off Track Gallery Awards December 2006 Judge, Lauren Jackson		
Artist	Title	Comments
Best of Show		
Rebecca Grohowski	Landscape #5 (photography)	
President's Choice Award		
Toni Williams	Spring Field (oil)	
Oil/Acrylics		
1 st Mary Beck	Pears	Uniquely composed, elegantly painted
2 nd Ellen Cramer	Persimmons	Exquisite color, sense of movement
3 rd Allin Budik	Tidal Inlet	Like your use of non-objective color
Honorable Mention Lee Sautereau	Star of India	Energetic brushwork, strong value range
Honorable Mention Jackie Tyreé	All Through the Night	Mysterious sky
Honorable Mention Judy Salinsky	Cardiff	Nice soft, airy quality
Water Media		
1 st Harriet Shoup	Why?	Dark, mysterious, interesting composition
2 nd Faith Fleury	Abstract III	Nice sense of color
3 rd Elizabeth Prakash	The Cat's Meow	Cute!
Honorable Mention Carré Ridgway	Wish you Were Here	
Photography		
1 st Rebecca Grohowski	Landscape #2	Other-worldly, unique composition
2 nd Garrie Lynn Rhodes	Checker Board	Bold!
3 rd Sandra Wilks	Moments to Remember	Lovely grays
Mixed Media		
1 st Marion Mettler	Palimpsest No. 3	Strong color! Composition beautifully holds the space
2 nd Diane Burch	Invention VIII	Love the color, composition, very strong feeling
3 rd Darielle Peugh	Afterglow	Love the color, overall design and inventive use of materials
Honorable Mention Mary O'Reilly	Untitled	Inventive
Honorable Mention Karen Langer Baker	Blue Rendition I	Nice composition
Other Media		
1 st Jo-Michele Boyer-Sebern	Geolava #205032	Color, textures, design pleasing and interesting
2 nd Allin Budik	Old Singer	Love the feel of your penwork and chosen image
3 rd Sherry Krulle-Beaton	Fallen Leaves	Interesting sense of mystery, composition
Honorable Mention Rudelle Fay Hall	The Balloonist	

Instructions for Off Track Gallery January 2007 Show

These instructions are for wall-hung art only (does not include jewelry, glass, textile etc.)

- The entire gallery changes every month. If you had art in the Dec. show you need to bring in a replacement (even if you pre-paid for 3 months). Take-in day are Tue., Jan. 2, 2007, 9:30am-12pm
- Bring your calendar with you so you can sign up for future sitting dates. If you have one piece of wall art in the gallery for the month of Jan. (or if you have just cards) you will need to sit one shift. If you have 2 or more pieces you must sit 2 shifts per month. There is a list of paid sitters available if you should need one.
- If someone else needs to bring in your artwork for you on take-in day, you must have your sitting dates already arranged for Jan. by calling Grace Swanson to choose or verify your dates. Your helper must arrive at take-in with your sitting dates listed on your take-in sheet.
- Each artist is limited to 3 pieces of wall art. If you are already on the 3- month plan for less than 3 pieces, just tag your 3rd piece as an add-on and your fee is \$10 for that piece. If you are paying month-to-month your fee is \$15 x 3. If you have one piece in the show you must sit one shift per month. If you have 2 or 3 pieces in the show, you need to sit 2 times.
- For the month of Jan. show, the maximum dimension of your wall-hung art cannot exceed a total of 84 inches measured on the diagonal for 1 or 2 pieces and not more than 126 for 3 pieces.
- When you come to the Gallery on Tues. for take-in please have your temporary Take-in Tag and the Take-in Sheet (found in a separate PDF file sent along with The Paint Rag or inserted into your Paint Rag if mailed to you) filled out.
- You must have a multi-strand wire (not the saw-toothed hanger typical of ready-made frames) attached securely approx. 1/4 of the way down from the top of the frame and slack enough to come up to approx. 2 inches from the top of the frame, please tape the ends of the wire.
- Your art from the month of Dec. will still be hanging on the wall. Leave it there until you are all finished with the take-in paper work. Pick up your art just before you plan to leave the building.

Small Image Show /Off Track Gallery Awards December 2006 Judge, Lauren Jackson

Artist Title Comments

Best of Show

Rebecca Grohowski Landscape #5 (photography)

President's Choice Award

Toni Williams Spring Field (oil)

Oil/Acrylics

1st Mary Beck Pears Uniquely composed, elegantly painted

2nd Ellen Cramer Persimmons Exquisite color, sense of movement

3rd Allin Budik Tidal Inlet Like your use of non-objective color
Honorable Mention Lee Sautereau Star of India Energetic brushwork, strong value range

Honorable Mention Jackie Tyreé All Through the Night Mysterious sky

Honorable Mention Judy Salinsky Cardiff Nice soft, airy quality

Water Media

1st Harriet Shoup Why? Dark, mysterious, interesting composition

2nd Faith Fleury Abstract III Nice sense of color

3rd Elizabeth Prakash The Cat's Meow Cute!

Honorable Mention Carré Ridgway Wish you Were Here

Photography

1st Rebecca Grohowski Landscape #2 Other-worldly, unique composition

2nd Garrie Lynn Rhodes Checker Board Bold!

3rd Sandra Wilks Moments to Remember Lovely grays

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Honorable Mention Rudelle Fay Hall The Balloonist

Artist Opportunities

Off Site Bank Of America Artists

Lisa Reinhardt will continue to exhibit there each month. If anyone is interested to also show there, please contact Lisa at: 760.753.5152.

Calling All Artists to Diane Powers' Bazaar Del Mundo in Old Town Diane Powers is seeking local artists to showcase in a one-night event each month at the Bazaar Del Mundo in Old Town. All media considered but should be appropriate for a small courtyard setting. For details visit Web site: www.BazaarDelMundo.com/artists or call 619.296.4690 with your mailing address or fax number and someone will get you the info.

St. Tropez & Bistro "Artist of the Month" Opportunity Encinitas & Hillcrest Locations

As an "Artist of the Month" you would be responsible for seeing that all of your work is framed, priced and presented with a biography. 10% of the gross proceeds of each sale will go to The Storefront, which is located a few blocks away from the Hillcrest restaurant, which is at 3805 5th Ave. The Storefront is in connection with <http://Photocharity.com> places homeless teenagers in a 24-bed facility right in Hillcrest. It is run under the umbrella of San Diego Youth & Community Services.

We will host an "Opening Night" function and would expect you to attend. We will utilize our e-mail database and we hope you will use yours also.

Please contact Kelly McLean at 760.632.7770 or Kelly.dme@gmail.com if interested in the **Hillcrest** location. She will put you in contact with the storeowner to make an appointment to show your work.

The **Encinitas** location will be handled differently. They will be

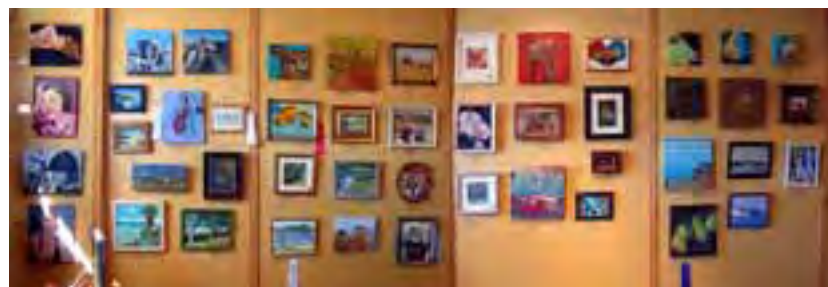
supplied with a list of our SDAG artists, their bios and samples of their work. St. Tropez will choose which artist (each month) whose work they feel reflects the look and feel of their restaurant.

Next pickup & drop-off for the BAE Systems Artist Gallery in Escondido is Feb. 16, 2007, 11am-1pm. There's no entry fee or commission taken for our members, but if there's a sale, a \$5.00 fee will be charged as the check comes through the gallery. Must have a resale license to participate. See details at the gallery in one of the notebooks at the desk.

Rent the foyer space at Off Track Gallery for the month of Feb.

2007 for your own exclusive art show. Rent is \$200.00. Or share the space with another artist and split the cost. Contact Laura Lowenstein or Grace Swanson

*Photos from the Small Image Show
Photos by Grace Swanson*



Small office space or artist studio

Located within steps of ocean bluffs in Del Mar. New tile flooring, paint and beautiful bathroom. Approximately 200 SF. No kitchen. Rent \$795 per month. For details please contact Emily at (619) 993-6089.

VOLUNTEERS NEEDED

**Opportunities make a difference.
Connect with your fellow artists.**

- **Sunshine Secretary** This person would be responsible for sending correspondences to those in our guild that are in need of a little sunshine. The amount of time would vary.
- **Wall Tag Coordinator.** Need SDAG member to make and place the wall tags each month. The Guild will soon have a PC computer set up in the gallery so that the tags could be generated the day of take-in.
- **Mother's Day Event Co-chair**
- San Dieguito Art Guild Historian
- Someone to attend 101 Downtown Leucadia meetings
- Assistant to *The Paint Rag* editor (attend Board Meetings.)

Contact Laura Lowenstein
llowenstein@adelphia.net or
Grace Swanson
swanson121@cox.net

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In this issue:

- ♦ Off Track Gallery to Host Encinitas Chamber of Commerce Sundowner – Page 1
- ♦ Show results from December take-in

Welcome New SDAG Members

Candice Francis, photography & digital
Rebecca Grohowski, photography
Danielle Herzog, photography & oil
Roni Hicks Clemens, oil
Zenny Kicko, watercolor pencils
Penny Ottley, oil

Paint Rag Information

Send relevant information via e-mail to: Megan Pierson at 760.944.7956 or meopierson@yahoo.com

Newsletter info due on or before noon, the 28th of each month.

Advertising Rates Members: \$15 for 1/8 page, \$30 for 1/4 page, \$60 for full page. **Non-members** \$30 for 1/8 page, \$60 for 1/4 page, \$120 for full page. Payable to "SDAG" due by 1st of the month.

Membership Info Contact Mary Beck with any address changes, at 760.630.9518 or e-mail changes to: higglebeck@cox.net.

The *Paint Rag* is now delivered via e-mail. Members without e-mail will receive a printed copy via "snail mail".

Paid Sitters available at \$30 per shift:

Joanne Chambers	760.943.0986
Darcie Anderson	760.944.3771
Isabella Breasted	760.436.2091
Barbara Millé	760.942.3595
Laura Lowenstein	760.753.3254
Diane Dudek	760.944.7668
Patricia Eldon	760.942.9406
Loretta Phoenix	760.727.9674
Doreen Long	858.487.3672
Judianne Shannon	760.753.7088
Grace Swanson	760.942.6109

January 2007

The Paint Rag

San Diego Art Guild
& Off Track Gallery
887 South Coast Highway 101
Encinitas CA 92024
760-942-3636
www.offtrackgallery.com

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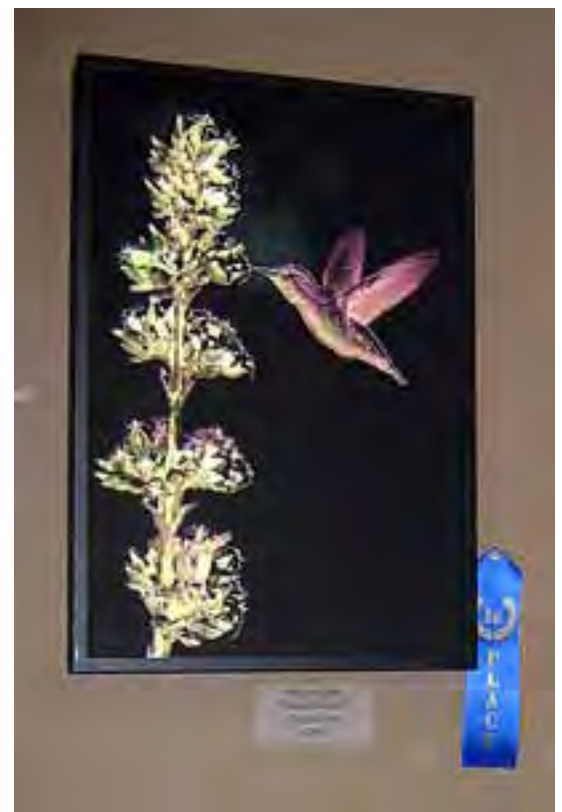


Diane Dudek



Janet Finney

Rebecca
Growhowski



Walter Lilly

Walter Berk



Lynn Leahy

Lynn Leahy

Part of the Children
of Chernobyl Show



Elaine Seeley

Mark Your Calendar

Take-in for February

- **Floor artists:** By appointment only, contact Floor Manager Barb Millé 760.942.3595
- **Wall artists:** Tue., Jan. 30, 2007, 9:30am-12pm
- **Board Meeting:** Mon., Jan. 22, 2007, 9:30-12pm, Quail Gardens Larabee House
- **General Meeting *Note New Time!*** Thur., Feb. 1, 1:30-3:30pm, Quail Gardens
- **Upcoming Monthly Demos** will be in the daytime now. Hours will be first Thur. of the month, 1:30-3:30pm.
- **Artist's Monthly Reception:** Sun., Feb. 4, 2-4pm
Off Track Gallery

Environmental Painters

PAINT OUTS - ALWAYS TUESDAY

Jan. 9 & 16, Meet at Rancho Santa Fe Library. We will decide where to go from there.

Jan. 23 & 30, Wind and Sea Beach, La Jolla, at the foot of Nautilus.

Feb. 6, Quail Botanical Gardens

Feb. 13 & 20, San Elijo Lagoon, headquarters off Manchester, west of I-5.

Call Joan Grine 858.481.8783 for more info.

Feb. Demonstrator Jacqueline Nicolini

**DEMO: 1:30-3:30p.m., Thurs., Feb. 1,
Ecke Hall, Quail Gardens**

Jacqueline Nicolini is well known in the San Diego art community for her exquisitely realized portraits painted in oil. Jacqueline captures the grace of the human form and spirit of the individual in her paintings, which may be seen at her studio, The Ubiquitous Bee Gallery in San Diego.

Born and raised in Southern California, Jacqueline attended California State University Long Beach where she received a BFA in Illustration. Jacqueline worked as an illustrator for a product manufacturing company whose clientele included such well-known motion-picture studios as Disney, Warner Brothers and Lucas Films. There she applied her talents to designing products related to such films as *The Little Mermaid*, *Winnie the Pooh*, and the *Star Wars* Trilogy.



"Autum"
by Jacqueline Nicolini

Extensive travels to Italy and France awakened her aspirations to become a figurative artist. Jacqueline's exceptional portrayals of the human figure brought her swift recognition in San Diego's art community and almost immediately students began seeking Jacqueline's advice as well as her instruction.

Jacqueline provides instruction in figure drawing, portrait drawing and painting and Anatomy all in her studio in Little Italy.

www.ubiquitousbee.com

Feb. Show at the Off Track Gallery

The theme for February's show is **Art from the Heart**. Whether inspired by love, awe, comfort, fantasy, joy, loyalty, security, sadness, happiness – the feelings and passion of you, the artist, radiates in your work. Even if you have a painting of a house, for example, you can still give it the title "A Feeling of Security".

At the same time, for the month of Feb. only, the Gallery will feature a number of smaller, framed, original art pieces priced at \$100 and under. These little gems make perfect Valentine's Day gifts. Here are the rules:

- Each piece must measure 12 inches or less on the longest side.
- Your small art must be priced at \$100 or less.
- Limit 5 pieces per artist.
- Cost to enter is \$5 per piece.
- Unlike the Small Image Show, February is **not** open to non-members.
- You must have at least one piece of art in the "Regular" show to put in a smaller piece at the \$5 rate.
- You do not have to sit the gallery for the smaller pieces you enter.

Remember, both shows will run at the same time. You may enter both shows, but you must have at least one piece in the "Regular" show to enter the special "Small Format Valentine Day Gift" show.

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Yes, we are having our Mother's Day Event. We're getting a later start, and we'll be running it by a Mother's Day Committee this year as no one has stepped forward to take the chair position. Maybe no one can top the fantastic job that **Faith Fleury** and **Jo Ann Ginepra** last year, but we'll do the best we can! If anyone has a house that they'd be interested to have on the tour, please contact myself or **Grace Swanson** or **Cris Weatherby**.

Please take the time to visit the gallery this month, if you haven't already. Not only do we have our fantastic guild member's art displayed, but we also have the artwork of two different children's groups. The Child Development Center has artwork by 4 years olds that is displayed in a creative way. And then the more mature artwork by children from Chernobyl, Russia is also displayed. The Chernobyl artwork is for sale and 80% of the sales amount can be tax deductible. Happy creating.

Laura Lowenstein
lloenstein@adelphia.net
760.753.3254



"Palm" by Grace Swanson
Photo by Grace Swanson



"Sweet Nectar" by Walter Lilly
Photo by Grace Swanson

Member Announcements

Upcoming Workshops at the Studio of Art and Design in Solana Beach Creative Floral Painting in Watercolor with Joan McKasson & Sat., Jan. 27 & Sun., Jan. 28.

Rikki Reinholz will teach a one day Beginning Watercolor Workshop held Fri., Jan. 26 & Sat., Feb. 10. All Materials are provided.

Creative Landscape Painting in Watercolor with Joan McKasson Sat., Feb. 24 and Sun., Feb. 25, **Watercolor classes** Jan. 9 & 10 with Rikki Reinholz. Classes held on Tues. & Wed.

Class size is limited, apply early. Workshops and classes will be held at 616 Stevens Ave., Suite C, Solana Beach. Contact the Studio at 858.755.6202 or visit **rikki-studio.com**

Diane Goodman will be showing her photographs, featuring her "Woodie" cars, at Solana Beach City Hall. Jan. 16-Feb. 28. Reception is Jan. 24, 5:30-7:30pm.

St. Tropez Bakery & Bistro Artist of the Month for Jan. will be Rosemary Valente.

St. Tropez Bakery & Bistro Artist of the Month for Feb. will be Joan Grine. Reception on Thur., Feb. 1, 5-7pm. 947 S Coast Hwy. 101, Ste. 103D, Encinitas.

Doreen Long is one of 14 artists featured at the San Diego Hospice, 4311 Third Avenue (in Hillcrest) from Jan. 6-Mar. 3. Reception on Sun., Jan. 14, 2-4 p.m.

The Front Porch Gallery presents A photo exhibit **Seeing Through Light** Jan. 20-Mar. 11. Reception Jan. 20. 2903 Carlsbad Blvd. Carlsbad 760.795.6120

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Off Track Gallery Sales

Total Sales for December \$3800

Joan Grine sold a pastel for \$225.

Harriet Shoup sold 2 paintings for \$95 each.

Darcie Anderson's textiles and **Jo Sebern's** ceramics have been selling consistently well.

Several small image pictures sold. The most expensive one being **Sherry Kruelle Beaton's** Wander Lust for \$125.

Thank you to **Charlene Bonney** for her \$90 donation given for a referral the Off Track Gallery sent her way.

Getting to Know You...

Welcome new members

Toni Williams from Solana Beach studied visual arts at UC San Diego. Her plein aire landscapes, still lifes and figures can be seen on her Web site

www.toniwilliamsart.com

"Painting has always been a part of my life from my earliest memories. I'm sure other artists can identify with that."

Walter Lilly is an enthusiastic photographer. He concentrates on close-up images of flowers and presents his digital prints in an interesting manner.

Shirley Ramey's Cowgirl and Art Web site <http://www.cowgirlandart.com/>

is an art form in itself. She features vintage cowboy boots as well as the Cowgirl Clutches she shows at the Off Track Gallery. Her clutches are individual works of art; each one has a unique flair.

Results of January People's Choice Award

The People's Choice Award goes to **Lynn Leahy** for "Firestorm". Congratulations to Lynn. Her dynamic reverse painting on glass will be in the entryway above the table with the guest book and bio book. The winner, Hollyce Phillips of Encinitas will be mailed a \$25 gift certificate. Congratulations to Hollyce.



*"Firestorm" by Lynn Leahy
Photo by Grace Swanson*

Thank You, Volunteers

Congratulations to **Isabella Breasted** for taking on the new position of Sunshine Secretary. Isabella will be in charge of sending out cards to anyone in our guild that needs some cheering up because of illness or life events. If anyone knows of someone in need, please let Isabella know.

Coordinator A big Thank You to **Jo Boyer-Sebern** for taking on the job of our People's Choice Award each month. She'll tally up the votes at the end of each month, notify the people's choice of artwork, and choose a winning name for the \$25.00 Off Track Gallery gift certificate.

Volunteers Needed

If any of the opportunities interest you, please contact either Laura Lowenstein or Grace Swanson for more details.

V.P. of Programs Chair

Network, 'smooze' and get to know other artists in the San Diego community; you'll hire professional, highly respected and accomplished artists to judge the monthly shows and to share with us how they create their art at the demo, during the monthly meeting.

Publicity Chair

Keep SDAG and Off Track Gallery in the public's and media's eye. Oversees sending announcements/press releases out to local newspapers and publications for any SDAG/Off Track Gallery events, accomplishment and regular gallery shows and receptions. Board member position.

San Dieguito Art Guild Historian

Under the shrink wrap bin the Gallery are many albums from past SDAG years. In the last few years, we have been so busy that SDAG has let this function lapse. The Guild has been in existence for over 42 years. We sure would like our "era" to be part of the recorded Guild history. Job entails creating photo and clippings albums.

Other opportunities...

- Special Events/Off Site Chair
- Mother's Day Event Co-chair
- Someone to attend 101 Downtown Leucadia meetings
- Assistant to *The Paint Rag* editor (attend Board Meetings.)

Contact **Laura Lowenstein**
llowenstein@adelphia.net or
Grace Swanson
swanson121@cox.net

Off Track Gallery Sales

Total Sales for December \$3800
Joan Grine sold a pastel for \$225.

Harriet Shoup sold 2 paintings for \$95 each.

Darcie Anderson's textiles and Jo Sebern's ceramics have been selling consistently well.

Several small image pictures sold. The most expensive one being Sherry Kruelle Beaton's Wander Lust for \$125.

Thank you to Charlene Bonney for her \$90 donation given for a referral the Off Track Gallery sent her way.

Getting to Know You...

Welcome new members

Toni Williams from Solana Beach studied visual arts at UC San Diego. Her plein aire landscapes, still lifes and figures can be seen on her Web site www.toniwilliamsart.com "Painting has always been a part of my life from my earliest memories. I'm sure other artists can identify with that."

Walter Lilly is an enthusiastic photographer. He concentrates on close-up images of flowers and presents his digital prints in an interesting manner.

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Instructions for Off Track Gallery February 2007 Show

These instructions are for wall-hung art only (does not include jewelry, glass, textile etc.)

- **The entire gallery changes every month.** If you had art in the Jan. show **you need to bring in a replacement** (even if you pre-paid for 3 months). Take-in day is Tue., Jan. 30, 2007, 9:30am-12pm
- Bring your calendar with you so you can sign up for future sitting dates. If you have one piece of wall art in the gallery for the month of Feb. (or if you have just cards) you will need to sit one shift. If you have 2 or more pieces you must sit 2 shifts per month. There is a list of paid sitters available if you should need one.
- If someone else needs to bring in your artwork for you on take-in day, **you must have your sitting dates already arranged for Feb. by calling Grace Swanson at 760.942.6109 to choose or verify your dates. Your helper must arrive at take-in with your sitting dates listed on your take-in sheet.**
- **Each artist is limited to 3 pieces of wall art.** If you are already on the 3-month plan for less than 3 pieces, just tag your 3rd piece as an add-on and your fee is \$10 for that piece. If you are paying month-to-month your fee is \$15 x 3. If you have one piece in the show you must sit one shift per month. If you have 2 or 3 pieces in the show, you need to sit 2 times.
- For the month of Feb. show, the maximum dimension of your wall-hung art cannot exceed a total of 84 inches measured on the diagonal for 1 or 2 pieces and not more than 126 for 3 pieces.
- When you come to the Gallery on Tues. for take-in please have your **temporary Take-in Tag** and the **Take-in Sheet** (found in a separate PDF file sent along with *The Paint Rag* or inserted into your *Paint Rag* if mailed to you) filled out.
- You must have a multi-strand wire (not the saw-toothed hanger typical of ready-made frames) attached securely approx. 1/4 of the way down from the top of the frame and slack enough to come up to approx. 2 inches from the top of the frame, please tape the ends of the wire.
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Off Track Gallery Awards January 2007 Judges, Susan Kopp & Ray Balbes

Artist	Title	Comments
Best of Show		
Grace Swanson	Palm (water media)	
Oil/Acrylics		
1 st Lynn Leahy	Beauty in Solitude	Excellent color & shading
2 nd Bobbi Harrington	Stormy Sea	Very good contrasts and translucency
3 rd Ellen Cramer	Abandoned II	Very serene
Honorable Mention Penny Ottley	Sun Rays	
Water Media		
1 st Grace Swanson	Palm	Allure in the depth
2 nd Janet Finney	Gladiolas	Excellent texture & color
3 rd Charlene Bonney	Moonlight Adobe	Good perspective
Honorable Mention Elizabeth Nicholson	Hindu Ceremony	
Photography & Other Media		
1 st Walter Lilly	Sweet Nectar	Color & contrast
2 nd Rebecca Grohowski	Newfallen	
3 rd Allison Christler	Robot Shuffle	Wonderful design
Pastel		
1 st Diane Dudek	Torrey Pines Vista	Good depth perception
2 nd Joan Grine	Cloudy Day	Exudes calmness

Hint from Ray Balbes & Susan Kopp January Judge/Demonstrator

by Barbara Magdlen

Ray Balbes explained two types of digital art

1. Artist starts with a photograph and takes it into Photoshop.
2. Artist starts from scratch using a Fractile program, Ray-Tracing (traces a light ray around the screen,) or Noise Generation (starts with some random numbers and connects them in a certain way.)

Susan Kopp suggested ways to create textural interest.

1. Use rice paper over canvas.
2. Mix glass beads into gell medium and apply.
3. Place wax paper on a painting while it is still wet; then pull it off.
4. Carve a texture into a rubber stamp and print it on the canvas.

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Artist Opportunities

Rent the Gallery's foyer for the month of Feb., Apr. or May.

Only \$200 for all three walls or \$100 to split the space with another artist. The featured artist can have their own reception.

Contact Laura Lowenstein or Grace Swanson

Off Site Bank Of America Artists

Lisa Reinhardt will continue to exhibit there each month. If anyone is interested to also show there, please contact Lisa at: 760.753.5152.

Calling All Artists to Diane Powers' Bazaar Del Mundo in Old Town Diane Powers is seeking local artists to showcase in a one-night event each month at the Bazaar Del Mundo in Old Town. All media considered but should be appropriate for a small courtyard setting. For details visit Web site: www.BazaarDelMundo.com/artists or call 619.296.4690 with your mailing address or fax number and someone will get you the info.

St. Tropez & Bistro "Artist of the Month" Opportunity Encinitas & Hillcrest Locations

As an "Artist of the Month" you would be responsible for seeing that all of your work is framed, priced and presented with a biography. 10% of the gross proceeds of each sale will go to The Storefront, which is located a few blocks away from the Hillcrest restaurant, which is at 3805 5th Ave. The Storefront is in connection with <http://Photocharity.com> places homeless teenagers in a 24-bed facility right in Hillcrest. It is run under the umbrella of San Diego Youth & Community Services.

We will host an "Opening Night" function and would expect

you to attend. We will utilize our e-mail database and we hope you will use yours also.

Please contact Kelly McLean at 760.632.7770 or Kelly.dme@gmail.com if interested in the **Hillcrest** location. She will put you in contact with the storeowner to make an appointment to show your work.

The **Encinitas** location will be handled differently. They will be supplied with a list of our SDAG artists, their bios and samples of their work. St. Tropez will choose which artist (each month) whose work they feel reflects the look and feel of their restaurant.

Next pickup & drop-off for the BAE Systems Artist Gallery in Escondido is Feb. 16, 2007, 11am-1pm. There's no entry fee or commission taken for our members, but if there's a sale, a \$5.00 fee will be charged as the check comes through the gallery. Must have a resale license to participate. See details at the gallery in one of the notebooks at the desk.

The Studio of Art and Design, Solana Beach is accepting entries for an Open Juried Watermedia Exhibit. All work must be original watermedia and submitted under plexiglass with neutral mats. Cash prizes for award winners. Entries will be accepted on Tues., Feb. 27 & Weds., Feb 28, 10am-4pm. Entry fee is \$15 per entry, limit of 3 entries. Selected works will be on exhibit at the Studio March 2- 31. Jurors are Alison Christler and Rikki Reinholz. Reception and awards ceremony, Sat. March 10, 3-5pm. For information and registration forms contact the Studio at 858.755.6202.

Southwestern Artists' Association 6th Annual Juried Art Show

Opens March 17-31, 2007

Entry/delivery dates Mar. 15 & 16.

Art reception is Thur., Mar. 22, 5:30-7:30pm, open to the public.

For Prospectus/Rules go to:

<http://www.swartists.com/JuriedShow.html>



*Part of the Children of Chernobyl Show
Photo by Grace Swanson*



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- ♦ New Year – new artistic opportunities
- ♦ Show results from January take-in
- ♦ Daytime hours for Monthly Art Demo

Welcome New SDAG Members

Walter Lilly
Shirley Ramey
Toni Williams

Paint Rag Information

Send relevant information via e-mail to: Megan Pierson at 760.944.7956 or meopierson@yahoo.com

Newsletter info due on or before noon, the 28th of each month.

Advertising Rates Members: \$15 for 1/8 page, \$30 for 1/4 page, \$60 for full page. **Non-members** \$30 for 1/8 page, \$60 for 1/4 page, \$120 for full page. Payable to "SDAG" due by 1st of the month.

Membership Info Contact Mary Beck with any address changes, at 760.630.9518 or e-mail changes to: higgbeck@cox.net.

The *Paint Rag* is now delivered via e-mail. Members without e-mail will receive a printed copy via "snail mail".

Paid Sitters available at \$30 per shift:

Joanne Chambers	760.943.0986
Darcie Anderson	760.944.3771
Isabella Breasted	760.436.2091
Barbara Millé	760.942.3595
Laura Lowenstein	760.753.3254
Diane Dudek	760.944.7668
Patricia Eldon	760.942.9406
Loretta Phoenix	760.727.9674
Doreen Long	858.487.3672
Judianne Shannon	760.753.7088
Grace Swanson	760.942.6109

February 2007

The Paint Rag

San Diego Art Guild
& Off Track Gallery
887 South Coast Highway 101
Encinitas CA 92024
760.942.3636
www.offtrackgallery.com

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Loretta Phoenix

Doreen Long

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Grace Swanson

FEBRUARY

Take-in on **January 30**

Check # _____ \$ _____

Artist _____ Phone _____

☐ **NEW S.D.A.G. MEMBER** this month

Address _____

Email _____ Medium _____

If willing to hang in **hallways** put **red dot** by item (*far left*)

Include Regular Show, smaller images and Shrink Wraps.

Diag. Measur	OfficeUse Item #	Title of artwork	Medium	Dept.	Vendor ID	Price
						\$
						\$
						\$
						\$
						\$
						\$
						\$
						\$

Your vendor ID is the **first three letters** of **last name** and **first two letters** of **first name** (no spaces).

Item # will be given by take-in volunteers on the day of rotation. Dept numbers: **1** = cards, **2** = shrink wrap, **3** = oil/acrylic, **4** = watercolor, **5** = photography, **6** = mixed media, **7** = other media, **8** = jewelry, **9** = glass, **10** = sculpture/ceramics, **11** = textile, **12** = special events, **13** = miscellaneous, **14** = digital art

Month	Date	Time	Date	Time
FEB				
MAR				
APR				

Sitting Dates PER MONTH (**1 shift for 1 piece, 2 shifts for 2 or 3 pieces**)

Job _____

I UNDERSTAND THE SAN DIEGUITO ART GUILD/OFF TRACK GALLERY AND/OR TOY FACTORY 101 ENCINITAS LP ARE NOT INSURED FOR COVERAGE OF ARTWORK AT THE GALLERY AND/OR IN UNSECURED AREAS. THE SAN DIEGUITO ART GUILD/OFF TRACK GALLERY AND/OR TOY FACTORY 101 ENCINITAS LP CAN NOT BE HELD LIABLE FOR LOSS OR DAMAGE TO ANY ARTWORK AT ANY TIME. I WILL PROVIDE MY OWN INSURANCE IF I DEEM IT NECESSARY

_____ **INITIAL HERE.**

I AGREE TO PERMIT MY ART TO BE PHOTOGRAPHED AND USED FOR SDAG

ADVERTISING/P.R. PURPOSES. _____ **INITIAL HERE.**



Charlene Bonney



Yanina Cambareri

February 11, 2007

ENCINITAS ---- An exhibit of artwork by kindergarten through eighth-grade students from Rancho Encinitas Academy is being featured throughout February at the Off Track Gallery, 687 S. Coast Highway.

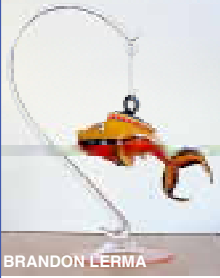
A reception for the show, titled "Color Studies on Paper," will be held from 3:30 to 5:30 p.m. Feb. 2 at the gallery.

The Rancho Encinitas Academy League will host the reception and provide refreshments.

Academy art teacher Debbie Schaefer encouraged students to explore shapes and lines, and repeat patterns and color combinations including warm and cool colors to create their designs.

Some of the designs will be chosen for publication in the school's annual calendar.

For more information about the Off Track Gallery, log on to www.offtrackgallery.com or call (760) 942-3636.



San Dieguito Art Guild's

Off Track Gallery

Artist Receptions: First Sundays from 2-4pm

18th Annual Mother's Day Artists' Studio Tour
Sunday, May 13 • \$20 • Purchase Tickets On-Line



687 South Coast Highway 101, Encinitas

Open: 10am-6pm, Friday & Saturday until 9pm, Sunday 9-6, closed Monday & Tuesday

760-942-3636 www.offtrackgallery.com



Brandon Lerma



Judianne Shannon

Mark Your Calendar

Take-in for March

- **Floor artists:** By appointment only, contact Floor Manager Barb Millé 760.942.3595
- **Wall artists:** Tue., Feb. 27, 2007, 9:30am-12pm
- **Board Meeting:** Mon., Feb. 26, 2007, 9:30-12pm, Quail Gardens Larabee House
- **General Meeting *Note New Time*** Thur., Mar. 1, 1:30-3:30pm, Quail Gardens

• **Monthly meeting/demo change of date and location starting in April Now: First Sunday of the month. 1:30pm at the Gallery.**

- **Artist's Monthly Reception:** Sun., Mar. 4, 2-4pm
Off Track Gallery

Please Pick Up Your Copy of the New Member Directory at the Gallery.

Environmental Painters

PAINT OUTS - ALWAYS TUESDAY

Feb. 20, San Elijo Lagoon, headquarters off Manchester, west of I-5.

Feb. 27 & Mar. 6, Torrey Pines State Reserve. Joan will try to get passes to the painters ahead of that date.

Call Joan Grine 858.481.8783 for more info.

Mar. Demonstrator Dot Renshaw

**DEMO: 1:30-3:30p.m., Thurs., Mar. 1,
Ecke Hall, Quail Gardens**

March's monthly general meeting/demo will focus on critiquing your work. Dot Renshaw will run this fast-paced critique session. Instead of a raffle, participants can bring in work to be critiqued at \$1.00/per painting (two per person limit). The money collected will go to SDAG. Bring half-finished or completed work. We will take the first 20 paintings. Dot will constructively critique and show you techniques she used to improve her student's art with her experience of over 32 years of teaching. It's time to grow and look at your work with a fresh approach. See you there.

Dot Renshaw is an environmental artist and a California coastal native. Her paintings reflect her reverence for the vanishing wilderness and nature's beauty. She works in oil, pastel, and watercolor and in both plein air landscapes and figures. Her exuberance is shown through her energetic brush strokes, dramatic light, and color nuances in her subjects.



"Fruit Truck" by Dot Renshaw

Monthly Demo/ General Meeting Format Change!

Starting on April 1, 2007, there will be a change of format for our Monthly Demo/General Meetings. Because of low attendance at the First Thursday of the Month Demo/General Meetings, the Board of Directors has decided to change the day to coincide with our First Sunday of the Month Reception day. **The meeting will start at 1:30pm on April 1** in Gallery 4 and finish by 2pm for our Reception. We'll explore ideas for future workshops or demo's as well as catch guild members up on any announcements. Please let Laura Lowenstein or Grace Swanson know any ideas for future meetings/workshops, if you can't make it. Our last Quail Garden Demo/Meeting will be on Thurs., March 1.

Save the Date

**Mother's Day Studio & Garden
Tour 2007-Sun., May 13**

(one day only this year)

The following homes have been chosen for the tour: (The selection was based on location, actual artist studio, parking considerations and charm of home.)

Charlene Bonney
Bobbi Hirschhoff
Darlene Katz
Carole Mayne
Off Track Gallery
Wanda Olson
Diane Smith
Cris Weatherby

If you would like to be a **guest artist** on this tour please e-mail Grace at swanson121@cox.net or call the Gallery at 760.942.3636.

March 2007

San Dieguito Art Guild's
The Paint Rag
687 South Coast Highway 101,
Encinitas CA 92024
www.offtrackgallery.com
Wednesday - Sunday 10am - 4 pm

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I-5.

Feb. 27 & Mar. 6, Torrey Pines
State Reserve. Joan will try to get
passes to the painters ahead of that
date.

Call Joan Grine

Mar. Demonstrator

Dot Renshaw

DEMO: 1:30-3:30p.m., Thurs.,
Mar. 1,

Ecke Hall, Quail Gardens

March's monthly general meeting/
demo will focus on critiquing your
work. Dot Renshaw will run this
fast-paced critique session. Instead
of a raffle, participants can bring in
work to be critiqued at \$1.00/per
painting (two per person limit). The
money collected will go to SDAG.
Bring half-finished or completed
work. We will take the first 20
paintings. Dot will constructively
critique and show you techniques
she used to improve her student's
art with her experience of over 32
years of teaching. It's time to grow
and look at your work with a fresh
approach. See you there.

Dot Renshaw is an environmen-
tal artist and a California coastal
native. Her paintings reflect her
reverence for the vanishing wil-
derness and nature's beauty. She
works in oil, pastel, and watercolor
and in both plein air landscapes
and figures. Her exuberance is
shown through her energetic brush
strokes, dramatic light, and color
nuances in her subjects.

"Fruit Truck" by Dot Renshaw

Monthly Demo/

General Meeting

Format Change!

Starting on April 1, 2007, there
will be a change of format for our
Monthly Demo/General Meetings.
Because of low attendance at the
First Thursday of the Month Demo/
General Meetings, the Board of
Directors has decided to change the
day to coincide with our First Sun-
day of the Month Reception day.
The meeting will start at 1:30pm
on April 1 in Gallery 4 and finish
by 2pm for our Reception. We'll
explore ideas for future workshops

or demo's as well as catch guild
members up on any announce-
ments. Please let Laura Lowenstein
or Grace Swanson know any ideas
for future meetings/workshops, if
you can't make it. Our last Quail
Garden Demo/Meeting will be on
Thurs., March 1.

Save the Date

Mother's Day Studio & Garden

Tour 2007•Sun., May 13 (one day
only this year)

The following homes have been
chosen for the tour: (The selection
was based on location, actual artist
studio, parking considerations and
charm of home.)

Charlene Bonney

Bobbi Hirschhoff

Darlene Katz

Carole Mayne

Off Track Gallery

Wanda Olson

Diane Smith

Cris Weatherby

If you would like to be a guest art-
ist on this tour please e-mail Grace
or call the Gallery.

President's Message

Our guild/gallery started the New Year with an exciting Sundowner event on Jan. 9.

Around 100 people enjoyed snacking on food donated by **Ki's, Kealani's, and Giovanni's Restaurants**; coffee by **E Street Café**, and music by the band, **Crash Carter**. Studio Artists and Off Track Gallery provided desserts. The warehouse looked dressed up with all the people and many wandered into the galleries looking at the art while munching on their desserts.

Thanks go to **Dave Agyagos** from **Moonlight Screen Printing** for co-sponsoring the Sundowner. We wouldn't have had the successful event without his invaluable help getting things pulled together. He knows everybody in town! Thanks also go to **Grace Swanson** and her son **Daniel** for the wonderful chocolate fountain, **AJ Dieffenbach, Elaine Trei, Stan Weber** and **Cathy Carey** for other desserts. And to helpers that evening and setting up: **Grace Swanson, Janet Finney, Walter Lilly, Jennifer Oefelein, Walter Berk, Isabella Breasted** and **Joan Grine**. Twelve artists provided raffles and many people appreciated being able to go home with a piece of artwork. Although we didn't have sales during the event, we did have many people from the business community who were introduced to our gallery building for the first time and said they would be back.

News from the owner of our building, John DeWald is that he successfully presented his project before the Encinitas Planning Commission meeting on Feb. 1, 2007. The Commission voted 4 to 1 in favor of his plans. Many people spoke about the positive impact the mixed-use project would have on Downtown Encinitas by creating a pedestrian friendly dining and shopping experience, as well as provide downtown living units. We

still don't have a date we need to be out of the building and that will depend on how quickly the project moves through the necessary steps. It could be anywhere from 6 months up to a year. John DeWald would like to include us in the new project and has indicated a specific location along the pedestrian walkway that might work for us. I'll keep everyone updated as we go along.

Everyone is doing a fantastic job being responsible with their staffing duties and keeping the gallery open. We're building a good reputation in the community by



*Mary Beck and Laura Lowenstein at Valente reception, St. Tropez Bakery
Photo by Corry Lang*

consistently staying open when we advertise we're open. With more people finding us and stopping in as they walk by, we will have better success with sales. Our sales for Dec. were good. Although Jan.-Mar. is typically weak sales months in any retail business, we hope to appeal to clients with our unique and homegrown art. Be the best sales people possible by getting out from behind the desk and talking up the art and our wonderful artists.

Our participation in the Downtown Sidewalk Sale, Jan. 20, created walk in traffic of 100 people passing through the gallery. **Grace Swanson** organized the whole thing for our artists and made sales for other artists as well as the gallery. **Artie Mattson** and **Gaga Barnes** helped by selling their art on the sidewalk. The gallery made \$89.00, but gained more in attention. Thanks for donations for sale from several artists.

Please check out the Mother's Day announcement this newsletter.

Everyone involved in the planning committee is very excited that we have established a fun and doable route for the Art & Garden Tour on Mother's Day, May 13.

Stop by the gallery to check out **Alison Christler's** art in the foyer and our **Feb. art: Art from the Heart**. Also check out **Rancho Encinitas Academy's** children art show in the north hall near Gallery 4.

Keep creating!

Laura Lowenstein

lloenstein@adelphia.net

760.753.3254

Member Announcements

Lisa Reinhardt will be the featured artist at St. Tropez Bakery & Bistro (Hillcrest location), 3805 5th Ave., San Diego. Reception on Thurs., Feb. 8, from 5:00-6:30 pm. Complimentary beverages and hors d'oeuvres.

Creative Landscape Painting in Watercolor with Joan McKasson Sat., Feb. 24 and Sun., Feb. 25, Class size is limited, apply early. Workshops and classes will be held at 616 Stevens Ave., Suite C, Solana Beach. Contact the Studio at 858.755.6202 or visit rikki-studio.com

Encinitas Street banners at the Art Alive 2007 Unveiling Party at 687 So. Coast Hwy. 101 on Sat., Feb. 17 at 2pm. The 101 Artist Colony will hang the banners in the warehouse space at the 687 Gallery Building and invites the banner artists, their friends and family and everyone else to view the new crop of art for our streets.

Joan Grine did a pastel painting demo for the Scripps Health Foundation at the Encinitas Scripps Hospital.

Joan Grine will be the featured artist at St. Tropez Bakery & Bistro (Encinitas location) for Feb. and the Carlsbad Cole Library on Carlsbad Village Dr. for March.

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Expanded Wall Tags Now Available

When showing your art at the Off Track Gallery each month, a wall tag is made and placed on the wall right beside your work. An expanded version of the wall tags will be offered to assist in the marketing/selling of your work. Here are the requirements:

- The information must be **E-MAILED** to Grace Swanson (swanson121@cox.net) 2 days before take-in
- You must include the information typed in this order: Title of work, medium, your name, description of the piece, and a paragraph about yourself.
- The description part must be 100 words or less.
- The "About the Artist" part must be 50 words or less.
- You do NOT have to format your type (make it bold etc.) Just submit the "raw" copy and the bolds and type sizes will be generated in a pre-formatted file.
- Participation is voluntary. If you do not supply the information needed to make the expanded tags, then a "regular-sized" tag will be made for you.

Getting to Know You

Welcome new SDAG members – **Cris Weatherby's** oils and watercolors of San Diego as well as from her travels display a "deep love of color, light and beauty in ordinary elements of everyday life." Check out her Web site crisweatherby.com for a view of her work. **Ellablanch Salmi** is a returning member and former board member. Her current work is experimental in nature.

Off Track Gallery Sales

Total Sales for January \$1,085. Kudos to **Joan Grine** (\$431) and **Rebecca Grohowski** (\$215) for sales of pastel and photograph.

Results of January People's Choice Award

The voter's name drawn from the People's Choice box was **Candace Young-Schult** of Leucadia.

Candace will receive a \$25.00 gift certificate to shop at the Off Track Gallery.

Two pieces tied for most popular:

Janet Finney's "Gladiolas" and **Elizabeth Nicholson's** "Hindu Ceremony on Bali, Indonesia"

Both will remain for the month of Feb. in a prominent spot.

SDAG Thanks You!

Thanks go to **Sandro Alberti**, our past Publicity Chair, for all his help in the last 6 months with direction and increased coverage for announcing our gallery and guild. Sandro's work increased in Jan. and he had to step down from his position. He'll still help when he can with our PR needs.

In the meantime, **Donna Beers** has agreed to step into the chair position for Publicity. We welcome her and appreciate that she'll oversee this important position as well as her position as assistant to **Barbara Mille'**, Floor Chair. **Corry Lang** will continue to faithfully send out the community announcement e-mails.

Our colorful new 2007 Directories are done thanks to **Walter Berk**. Don't forget to pick yours up if you haven't already.

Volunteers Needed

For more information, please contact either Laura Lowenstein llowenstein@adelphia.net or Grace Swanson swanson121@cox.net

Docents needed for Mother's Day Studio and Garden Tour

We need docents for each of two shifts on Mother's Day at each home on the tour. *Here is what you need to do:*

- Please respond by e-mail swanson121@cox.net or leave a message at the Gallery 760.942.3636.
- Attend one docent instruction meeting (to be scheduled)
- You will receive a free ticket to tour the other homes before or after your shift begins.
- A special Docent Show at the Gallery during the month of June (that means you get to put a piece of art in the gallery for free with no extra sitting duties).
- **Event Date:** Sun., May 13
Time commitment: Half day (approx. 3 to 4 hours). You will still have plenty of time to have lunch/breakfast/dinner with mom!
Location: Encinitas area

V.P. of Programs Chair

Get to know other artists in the San Diego area; you'll hire professional, highly respected, accomplished artists to judge the monthly shows and to share with us how they create their art at the demo, during the monthly meeting.

San Dieguito Art Guild Historian

At the Off Track Gallery are many albums from past SDAG years. In the last few years, we have been so busy that SDAG has let this function lapse. The Guild has been in existence for over 42 years. We sure would like our "era" to be part of the recorded Guild history. Job entails creating photo and clippings albums.

Other opportunities...

- Special Events/Off Site Chair
- Someone to attend 101 Downtown Leucadia meetings
- Assistant to *The Paint Rag* editor (attend Board Meetings.)

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- Assistant to The Paint Rag editor (attend Board Meetings)

Instructions for Off Track Gallery March 2007 Show

These instructions are for wall-hung art only (does not include jewelry, glass, textile etc.)

- **The entire gallery changes every month.** If you had art in the Feb. show **you need to bring in a replacement** (even if you pre-paid for 3 months). Take-in day is Tue., Feb. 27, 2007, 9:30am-12pm
- Bring your calendar with you so you can sign up for future sitting dates. If you have one piece of wall art in the gallery for the month of Mar. (or if you have just cards) you will need to sit one shift. If you have 2 or more pieces you must sit 2 shifts per month. There is a list of paid sitters available if you should need one.
- If someone else needs to bring in your artwork for you on take-in day, **you must have your sitting dates already arranged for Mar. by calling Grace Swanson at 760.942.6109 to choose or verify your dates. Your helper must arrive at take-in with your sitting dates listed on your take-in sheet.**
- **Each artist is limited to 3 pieces of wall art.** If you are already on the 3-month plan for less than 3 pieces, just tag your 3rd piece as an add-on and your fee is \$10 for that piece. If you are paying month-to-month your fee is \$15 x 3. If you have one piece in the show you must sit one shift per month. If you have 2 or 3 pieces in the show, you need to sit 2 times.
- For the month of Mar. show, the maximum dimension of your wall-hung art cannot exceed a total of 84 inches measured on the diagonal for 1 or 2 pieces and not more than 126 for 3 pieces.
- When you come to the Gallery on Tues. for take-in please have your **temporary Take-in Tag** and the **Take-in Sheet** (Pages 7 and 8 of the PDF file sent along with *The Paint Rag* or inserted into your *Paint Rag* if mailed to you) filled out.
- You must have a multi-strand wire (not the saw-toothed hanger typical of ready-made frames) attached securely approx. 1/4 of the way down from the top of the frame and slack enough to come up to approx. 2 inches from the top of the frame, please tape the ends of the wire.
- Your art from the month of Feb. will still be hanging on the wall. Leave it there until you are all finished with the take-in paper work. Pick up your art just before you plan to leave the building.

Off Track Gallery Awards February 2007 Judge, Jacqueline Nicolini

Artist	Title	Comments
Best of Show		
Dot Renshaw	"Batiquitos Eucalyptus"	
Oil & Acrylics		
1 st Diane Dudek	"La Jolla Cove"	Strong composition - good fresh colors. May I suggest signing your signature in a lighter color.
2 nd Alison Christler	"Monk in Assisi"	Fun color, subtle. Love the abstract quality.
Water Media & Pastel		
1 st Dot Renshaw	"Batiquitos Eucalyptus"	I love the harmonies and rhythms in this work. Splendid!
2 nd Laura Lowenstein	"Study of Palms"	I like how you handled a complex structure by keeping it simple. That lets the viewer use his imagination!
3 rd Joan Grine	"Desert in Bloom"	The atmosphere that's used in the background is handled very well.
Photography		
1 st Walter Lilly	"Cruising"	The composition is wonderful - it gives the figures a place to go.
2 nd Walter Lilly	"Opening"	Love the contrast
3 rd Rebecca Grohowski	"Candy"	It looks like a landscape - fantastic color!
Other Media		
1 st Vicente Sastrus	"Urban Dypitch #2"	May I suggest separating #1 and #2? I enjoy this piece on it's own. The structure and composition has a nice balance. It is strong on its own.
2 nd Diane Burch	"Invention VI"	Clean colors and a good balance. The black frame is a little heavy looking.

Hint from Jacqueline Nicolini February Judge/Demonstrator by Barbara Magdlen

1. Create a rhythm of connections using color to help the eye move through your painting.
2. Choose an artist and search the Internet for examples of his or her work. Study what is good about the paintings and what makes them weak.



Paintings by Rosemary Valente at the St. Tropez "Artist of the Month Display"
Photo by Corry Lang

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Judge, Jacqueline Nicolini
Artist Title Comments

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Strong composition - good fresh colors. May I suggest signing your signature in a lighter color.

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Fun color, subtle. Love the abstract quality.

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Paintings by Rosemary Valente at the St. Tropez "Artist of the Month Display"

Photo by Corry Lang

Artist Opportunities

Rent the Gallery's foyer for the month of JUNE

Only \$200 (\$250 for non-SDAG member) for all three walls or \$100 to split the space with another artist. No extra sitting duties. No commission on work you sell yourself. Contact Laura Lowenstein or Grace Swanson.

Next pickup & drop-off for the BAE Systems Artist Gallery in Escondido is Feb. 16, 2007, 11am-1pm. There's no entry fee or commission taken for our members, but if there's a sale, a \$5.00 fee will be charged as the check comes through the gallery. Must have a resale license to participate. See details at the gallery in one of the notebooks at the desk.

The Studio of Art and Design, Solana Beach is accepting entries for an Open Juried Watermedia Exhibit. All work must be original watermedia and submitted under plexiglass with neutral mats. Cash prizes for award winners. **Entries will be accepted on Tues., Feb. 27 & Weds., Feb 28, 10am-4pm.** Entry fee is \$15 per entry, limit of 3 entries. Selected works will be on exhibit at the Studio Mar. 2- 31. Jurors are Alison Christler and Rikki Reinholz. Reception and awards ceremony, Sat. Mar. 10, 3-5pm. For information and registration forms contact the Studio at 858.755.6202.

The Village Gallery
Plein-air Artists – Call for Entries
\$1,100 in cash awards. "Under the Sky" – a juried exhibition of plein-air artwork. **Entry Deadline: Feb. 23, 2007.** Show is Mar. 6 -25, 2007. To download a prospectus, go to our website, www.lajollaart.org or contact Alison Christler at 760.942.5804 or achristler@cox.net

La Jolla Art Association presents its 28th Annual Juried San Diego County Awards Show 2007
\$900 in cash awards. The Village Gallery, 7932 Ivanhoe Ave., La Jolla, CA 92037, Show is from Mar. 26-Apr.15, 2007. Entry **Deadline Mar. 6, 2007.** To download a prospectus go to our Web site www.lajollaart.org or

contact Caroline at CHMorse1@cox.net or 619.233.3747.

Southwestern Artists' Association 6th Annual Juried Art Show

Opens March 17-31, 2007
Entry/delivery dates Mar. 15 & 16.
Art reception is Thur., Mar. 22, 5:30-7:30pm, open to the public. For prospectus/rules go to: <http://www.swartists.com/JuriedShow.html>

The Encinitas Civic Center Art Gallery is Seeking Artists

who reside in the city of Encinitas, to feature in revolving, monthly exhibits, of two-dimensional (2-D) and three-dimensional (3-D) artworks. Artists, both amateur and professional, are invited to submit their work for consideration. "We are especially looking for artists who work in clay, ceramic, glass and other three-dimensional media," stated Jim Gilliam, Arts Administrator for the city. Artists who do not have enough work for a full 2-D or 3-D exhibit may partner with another local artist. All proceeds from the sale of artworks go to the artist. An Artist Reception for the public is held in conjunction with a City Council Meeting, for increased attendance. To advertise an exhibit and reception, a news release is sent to the media and artists send invitations to their contact and/or client list. All artists who want to be considered for a gallery exhibit must complete a one-page application form and submit digital images of their work. To receive an application, please e-mail Jim Gilliam at jgilliam@ci.encinitas.ca.us, or call 760.633.2746 and a form will be sent in the mail. The Civic Center Art Gallery, in the lobby of Encinitas City Hall, is located at 505 South Vulcan Ave. Encinitas
The Picerne Foundation is now ready for applicants to apply for their new Senior Artist Project
\$12,000/year per artist to work 1 day a week for a year with an underserved population teaching art, etc. Twelve 12 slots are available for Encinitas Seniors. Possible work sites are the Boys and Girls Club, Scout groups,

Senior Center, Community Resource Center, Mano a Mano Foundation, and at our four Title 1 schools in Encinitas. **Application deadline is Mar. 31, 2007** and artists must be 55 years of age or older. For more information, or to complete an application, visit the foundation Web site at www.picernefoundation.org.

Artists are encouraged to discuss their ideas prior to submitting an application by contacting the Foundation Executive Director, Victor Nelson, at 760.435.2205 or vnelson@picernefoundation.org.

St. Tropez & Bistro "Artist of the Month" Opportunity Encinitas & Hillcrest Locations

"Artist of the Month" is responsible for seeing that all of your work is framed, priced and presented with a biography. 10% of the gross proceeds of each sale will go to The Storefront, which is located a few blocks away from the Hillcrest restaurant, which is at 3805 5th Ave. The Storefront is in connection with <http://Photocharity.com> that assists homeless teenagers. An "Opening Night" function will be hosted and your attendance would be expected. Please contact Kelly McLean at 760.632.7770 or Kelly.dme@gmail.com if interested in the **Hillcrest** location. She will put you in contact with the storeowner to make an appointment to show your work. The **Encinitas** location will be handled differently. They will be supplied with a list of our SDAG artists, their bios and samples of their work. St. Tropez will choose an artist each month whose work they feel reflects the look and feel of their restaurant.



Rosemary Valente and one of her paintings at the St. Tropez "Artist of the Month Display" photo by Corry Lang

Artist Opportunities

Rent the Gallery's foyer for the month of JUNE Only \$200 (\$250 for non-SDAG member) for all three walls or \$100 to split the space with another artist. No extra sitting duties. No commission on work you sell yourself. Contact Laura Lowenstein or Grace Swanson.

Next pickup & drop-off for the BAE Systems Artist Gallery in Escondido is Feb. 16, 2007, 11am- 1pm. There's no entry fee or commission taken for our members, but if there's a sale, a \$5.00 fee will be charged as the check comes through the gallery. Must have a resale license to participate. See details at the gallery in one of the notebooks at the desk.

The Studio of Art and Design, Solana Beach is accepting entries for an Open Juried Watermedia Exhibit. All work must be original watermedia and submitted under plexiglass with neutral mats. Cash prizes for award winners. Entries will be accepted on Tues., Feb. 27 & Weds., Feb 28, 10am-4pm. Entry fee is \$15 per entry, limit of 3 entries. Selected works will be on exhibit at the Studio Mar. 2- 31. Jurors are Alison Christler and Rikki Reinholz. Reception and awards ceremony, Sat. Mar. 10, 3- 5pm. For information and registration forms contact the Studio at 858.755.6202.

The Village Gallery

Plein-air Artists – Call for Entries \$1,100 in cash awards. "Under the Sky" – a juried exhibition of plein-air artwork. Entry Deadline: Feb. 23, 2007. Show is Mar. 6 -25, 2007. To download a prospectus, go to our website, www.lajollaart.org or contact Alison Christler

La Jolla Art Association presents its 28th Annual Juried San Diego County Awards Show 2007 \$900 in cash awards. The Village Gallery, 7932 Ivanhoe Ave., La Jolla, CA 92037, Show is from Mar. 26-Apr.15, 2007.

Entry Deadline Mar. 6, 2007. To download a prospectus go to our Web site www.lajollaart.org or contact Caroline.

Southwestern Artists' Association 6th Annual Juried Art Show Opens March 17-31, 2007 Entry/delivery dates Mar. 15 & 16. Art reception is Thur., Mar. 22, 5:30-7:30pm, open to the public. For prospectus/rules go to: [http://www.swartists.com/Juried Show.html](http://www.swartists.com/Juried%20Show.html)

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In this issue:

- ♦ **New General Meeting Meeting Date & Time Starting April 1, 2007!**
- ♦ **March Demo – Special Opportunity!**

Welcome New SDAG Members

Ellablanch Salmi
Cris Weatherby

Paint Rag Information

Send relevant information via e-mail to: Megan Pierson at 760.944.7956 or meopierson@yahoo.com

Newsletter info due on or before noon, the 28th of each month.

Advertising Rates Members: \$15 for 1/8 page, \$30 for 1/4 page, \$60 for full page. **Non-members** \$30 for 1/8 page, \$60 for 1/4 page, \$120 for full page. Payable to "SDAG" due by 1st of the month.

Membership Info Contact Mary Beck with any address changes, at 760.630.9518 or e-mail changes to: higgbeck@cox.net.

The *Paint Rag* is now delivered via e-mail. Members without e-mail will receive a printed copy via "snail mail".

Paid Sitters available at \$30 per shift:

Joanne Chambers	760.943.0986
Darcie Anderson	760.944.3771
Isabella Breasted	760.436.2091
Barbara Millé	760.942.3595
Laura Lowenstein	760.753.3254
Diane Dudek	760.944.7668
Patricia Eldon	760.942.9406
Loretta Phoenix	760.727.9674
Doreen Long	858.487.3672
Judianne Shannon	760.753.7088
Grace Swanson	760.942.6109

March 2007

The Paint Rag

San Diego Art Guild
& Off Track Gallery
887 South Coast Highway 101
Encinitas CA 92024
760.942.3636
www.offtrackgallery.com

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Loretta Phoenix
Doreen Long
Judianne Shannon
Grace Swanson



Mary Beck



Charlene Bonney



Yanina Cambareri



Morgan Janis



Sue Kessinger



Dot Renshaw



Joan Grine



Rebecca Growhowski

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Take-in on **February 27**

Check # _____ \$ _____

Artist _____ Phone _____

☐ **NEW S.D.A.G. MEMBER** this month

Address _____

Email _____ Medium _____

If willing to hang in **hallways** put **red dot** by item (*far left*)

Include Regular Show, smaller images and Shrink Wraps.

Diag. Measur	OfficeUse Item #	Title of artwork	Medium	Dept.	Vendor ID	Price
						\$
						\$
						\$
						\$
						\$
						\$
						\$
						\$

Your vendor ID is the **first three letters of last name** and **first two letters of first name** (no spaces).
 Item # will be given by take-in volunteers on the day of rotation. Dept numbers: **1** = cards, **2** = shrink wrap, **3** = oil/acrylic,
4 = watercolor, **5** = photography, **6** = mixed media, **7** = other media, **8** = jewelry, **9** = glass, **10** = sculpture/ceramics,
11 = textile, **12** = special events, **13** = miscellaneous, **14** = digital art

Month	Date	Time	Date	Time
MAR				
APR				
MAY				

Sitting Dates PER MONTH (**1 shift for 1 piece, 2 shifts for 2 or more pieces**)

Job _____

I UNDERSTAND THE SAN DIEGUITO ART GUILD/OFF TRACK GALLERY AND/OR TOY FACTORY 101 ENCINITAS LP ARE NOT INSURED FOR COVERAGE OF ARTWORK AT THE GALLERY AND/OR IN UNSECURED AREAS. THE SAN DIEGUITO ART GUILD/OFF TRACK GALLERY AND/OR TOY FACTORY 101 ENCINITAS LP CAN NOT BE HELD LIABLE FOR LOSS OR DAMAGE TO ANY ARTWORK AT ANY TIME. I WILL PROVIDE MY OWN INSURANCE IF I DEEM IT NECESSARY

_____ **INITIAL HERE.**

I AGREE TO PERMIT MY ART TO BE PHOTOGRAPHED AND USED FOR SDAG

MONTH:	
Diagonal measure	
Artist Name	
Title	
Medium	
Hallway OK ?	
PRICE	

MONTH:	
Diagonal measure	
Artist Name	
Title	
Medium	
Hallway OK ?	
PRICE	

MONTH:	
Diagonal measure	
Artist Name	
Title	
Medium	
Hallway OK ?	
PRICE	

San Dieguito Art Guild's

Off Track Gallery

Artist Reception: First Sundays from 2-4pm



ALISON CHRISTLER



JOAN GRINE

LOCAL ARTISTS

687 S. Coast Hwy. 101

10am-6pm, Wed-Sun; Fri,Sat until 9pm closed Mon-Tues

760-942-3636 www.offtrackgallery.com

San Dieguito Art Guild's

Off Track Gallery

**Annual Mother's
Day Artist Studio
& Garden Tour**

Sunday, May 13, 10-4

\$20 • Tickets available
at the Gallery or on-line



JOAN GRINE

LOCAL ARTISTS

687 S. Coast Hwy. 101

10am-6pm, Wed-Sun; Fri,Sat until 9pm closed Mon-Tues

760-942-3636 www.offtrackgallery.com

San Dieguito Art Guild Off Track Gallery

687 S. Coast Highway 101 , Encinitas

Mail to: P.O. Box 235853, Encinitas 92023

(760) 942-3636

www.offtrackgallery.com

www.sandieguitoartguild.com

Gallery Wall Renter's Handbook

The Gallery will not accept anything that is or contains vulgarity, profanity, or graphically explicit sexuality. Based on these guidelines, the wall renter's chairperson and monthly art wall chairperson have the right to refuse any artwork that does not meet these standards. If nude work or artwork with writing fits within these guidelines, as most entries have in the past, it will certainly be shown at the Off Track. Our opinion of art has nothing to do with its true value, only with what we feel is appropriate for our particular gallery.

Wall Renter's Chairperson: Dot Renshaw 858 692-6478

Deposit Mailing address 1228 Beryl St.

San Diego, Ca. 92109

Monthly Art Chairperson: Wanda Olson 760 753-6807

Gallery Wall Renters Committee: Dot Renshaw, Chairperson, Committee members: Alison Christler, Joan Grine, Char Cee Colusia, Charlene Bonney, Barbara Mille'. Jury requires chairperson and two members. I will add others.

Gallery Renter's Rules and Procedures HANDBOOK

HOW TO BECOME A GALLERY WALL RENTER:

A. Call or email Gallery renter's chairperson to have name put on list: (Dot Renshaw 858 692-6478 or email her at dotrenshaw@san.rr.com)

B. JURY PROCESS: The Gallery Wall Renter's chair and two assistants are responsible for jurying in new renters. Selection is based on 1.) Quality of Art 2.) Professionalism, 3.) Willingness to be involved in SDAG activities (sitting the gallery, volunteering for one committee project/year, and signing up for one Gallery Renter Rotation assistant Day/year) 4.) Dependability of the artist, and 5) All prospective Gallery Renters must live in San Diego County.

Note: Everyone who is juried is not guaranteed to be accepted as a renter: (If not accepted, applicant can be juried again in 4 months)

C. GALLERY RENTERS ARE REQUIRED TO ATTEND EACH 2 MONTH ROTATION.

There are a total of 6 gallery rotations per year (every 2 months)— on the last Tuesday of ~~May, July, Sept, Nov, Jan, and March.~~ *April, June, Aug, Oct, Dec* Rotation check in is between the hours of 10-12 noon. Gallery Renters MUST pay

renter's fees at the time of each rotation and sign up for sitting duties for the following two month period. Artist's who do not bring their payment or sign up for their required sitting days will not have their work exhibited during that rotation and be considered an active gallery renter and not have their work exhibited and forfeit their deposit.

D. GALLERY RENTERS ARE REQUIRED TO STAFF THE OFF- TRACK GALLERY 3

SHIFTS per two months for 1/2 WALL and 4 SHIFTS for two months for FULL WALL. Renters must sign up in advance for two months of rotation period. The signup calendars are in the gallery and the artist can sign up before rotation to get more choices on dates for sitting or sign up when they bring their art work in on rotation. BEFORE their art is hung, the dates are checked to see each artist has signed up for their required number of staffings for two months. If they can not find a date of staffing to their preference, the wall renter then, must pay a staffer \$30 for each date they choose not to sit—ahead of time. Staffers must sit each month; they are not allowed to skip a month or double up on a month.

RULE 3: All artwork must have quality frames with taped wires or frameless finished canvas edges.

RULE 4: Giclee's or prints may not be more than 50% of your display and noted on label. No card racks on walls. Digital artists excluded from rule.

RULE 5: Glass is used only on pastels or artwork 16 x 20 or under. We suggest you use two nails for security of glass pieces.

RULE 6: For a fresh look in the gallery, be prepared to change out at least 75% of your art every two months. You can choose to rotate previous work back on the wall after two month period. Strive to have some new pieces each cycle to encourage patrons to visit and see what is new.

OPTIONAL: Each artist may have ONE 8 1/2 x 11 plexi bio sheet with attached bus. card mount on wall. (These can be ordered for \$12.00 or smaller wall mount business card holder available) No other signs may be displayed.

SUGGESTIONS: The gallery suggests you leave 4" between your paintings but you can hang as thick or thin, high or low as you wish to your taste. Bring in more work than you plan to hang- after arranging, it may surprise you what looks best and what you can fit in.

The gallery hanging committee WILL assist in take down of your previous cycle's work and leave in your new rotated position at the first hour of take in. Cardboard will be put between paintings. This is a needed step since you need the wall clear and ready for YOU to hang your new work at the new cycle take in.

You will be given a chart of where you will be the next 3 cycles (6 months) so you can plan accordingly your best suited art for the area.

GALLERY STAFFING You ARE the professional look of the gallery and the strength is in having staffers who know about each artist. Read other's bios to be prepared to know answers when customers ask.

SINGLE STAFFERS: ONE staffer per shift required DAY a.m. and p.m. shifts of 4 hours apiece Wed, Thurs, Fri, Sat, and Sun.

DOUBLE STAFFERS: TWO staffers required for 3 hour eve shifts on Fri., Sat., and Sunday.
GALLERY CLOSED: Monday, Tuesday and all major holidays.

3. After the formal Calendar has been made at time of take in, you may not change your sitting dates without making arrangements for a qualified substitute.

4. IF YOU CAN NOT STAFF DURING THE MONTH: *(after already signing up)*
Make arrangements with a qualified paid sitter and notify Grace Swanson, Calendar chairperson. Make the official change to the gallery staffing calendar. All changes must be noted

correctly on the Calendar
(located on the desk at the Off
Track Gallery)

5. Gallery Renters may not sit
the Off Track Gallery until
they have received full
orientation. Training to be
scheduled by
6. If you or your substitute do
not show up for the assigned
staffing time, and you have
not made prior arrangements
so that the gallery will not be
unattended, you WILL be
charged \$40 and will need to
pay that amount before you
will be allowed to show again.
The second time this problem
occurs, you will be removed
from the wall and your
deposit will not be refunded.
You are responsible for
reminding your substitute of
his/her staffing time prior to
your absence. It is critical that
we are able to depend on our
staffers.

Dot Renshaw

Email

dotrenshaw@san.rr.com

Cell phone-leave message

858n692-6478

San Dieguito Art Guild Off Track Gallery

914 North Coast Highway 101, Suite D

Leucadia, CA 92024

(760) 942-3636

www.offtrackgallery.com

Gallery Renter's Handbook

The Gallery will not accept anything that is or contains vulgarity, profanity, graphically explicit sexuality. Based on these guidelines the person or persons responsible for hanging the Guild's quarterly rotation the monthly show wall, or the two cash award shows in July and December have the right to refuse any artwork that does not meet these standards. If nude work or artwork with writing fits within these guidelines, as most entries have in the past, it will certainly be shown at the Off Track. Our opinion of the art has nothing to do with its true value, only with what we feel is appropriate for our particular gallery.

Gallery Renter's Rules and Procedures HANDBOOK

1. HOW TO BECOME A GALLERY RENTER:

- A. PUT YOUR NAME ON THE GALLERY RENTERS WAITING LIST, which is located in the procedure book in the gallery.
- B. JURYING PROCESS: The Gallery Committee is responsible for jurying in new renters. Selection is based on 1) Quality of art, 2) Professionalism, 3) Willingness to be involved in SDAG activities (sitting the gallery, volunteering for one committee project/year, and signing up for one Gallery Renter Rotation Day/year), 4) Dependability of the artist, and 5) All prospective Gallery Renters must live in San Diego County.
Note: everyone who is juried is not guaranteed to be accepted as a renter.

- C. GALLERY RENTERS ARE EXPECTED TO ATTEND EACH ROTATION. There are a total of 4 Gallery Rotations per year (every 3 months) — on the first Monday of the month during January, April, July, and October. Renters must rotate in mostly new pieces at each rotation period. Gallery Renters must pay renter's fees at the time of each rotation. Artists who do not bring their payment in with their paintings will not have their work exhibited during that rotation.

- D. GALLERY RENTERS ARE REQUIRED TO SIT THE OFF TRACK GALLERY ONE SHIFT PER MONTH FOR HALF WALL— TWO SHIFTS FOR FULL WALL). Renters must sign up in advance for all three months of the rotation period. The signup calendars are in the gallery and the artist can sign up before rotation to get more choices on dates for sitting. At rotation those dates are checked to see that each artist has signed up for all three months. Sitters must sit each month; they are not allowed to skip a month or double up on month.

- E. GALLERY RENTERS ARE ASKED TO COMPLY WITH ALL GALLERY RULES AND REGULATIONS, which are listed herein as well as with any changes that may be made in the future. Prospective Gallery Renters must obtain a printed copy of the Gallery Renter's Rules and familiarize themselves with these rules prior to their jurying appointment with the Gallery Committee. CURRENT UPDATES ARE POSTED IN THE PAINT RAG.

SDAG does not carry insurance for any exhibited artwork and is not liable for any damage or theft that may occur in the gallery or storage areas. Gallery Renters are responsible for obtaining their own insurance. All Gallery Renters must sign the Waiver of Responsibility prior to exhibiting their work in the Off Track Gallery.

2. ONCE YOU HAVE BEEN FORMALLY ACCEPTED AS A GALLERY RENTER:

A. FINANCIAL REQUIREMENTS

1. You must Sign the Waiver of Responsibility and Pay your Renter's Deposit at the time you are juried in by the Gallery Committee. Your deposit is refundable when you cease to be a Gallery Renter.
2. Renter's Fees are due every three months at the time of rotation.

RENTERS	ROTATION PERIOD	FEEs
Deposit Half	Refundable*	\$90.00
Deposit Full	Refundable*	\$180.00
Mini-painting or Easel	3 months	\$5.00/each (limited)
Half Floor	3 months	\$60.00
Half Wall	3 months	\$60.00
Full Floor	3 months	\$120.00
Full Wall	3 months	\$120.00

** The initial deposit is refundable cease to be a Gallery Renter and have given 3 months written notice to the Gallery Renter's Chairman, and if departure is at the end of the three month rotation.*

B. GALLERY SITTING

1. Gallery hours are 11 a.m. - 6p.m. **The Gallery is closed on Mondays and major holidays.** Sitting times are 11 a.m 2:30 pm. and 2:30 p.m. Sitters are required to arrive 10:50 a.m. to open and 2:30 pm to relieve. Under no circumstances are sitters to close the gallery before 6:00 p.m. If an emergency should arise, do not leave before calling someone to relieve you.
2. Full wall renters must sit 2 shifts per month and half wall renters must sit 1 shift per month.
3. After the formal computer Calendar has been generated, you may not change your sitting date without making arrangements for a qualified substitute. If you cannot sit during the month:
 - You must make your own arrangements with one the official PAID SITTERS * or another qualified sitter.
 - Once you have found a substitute, contact the Calendar Chairman for the month to make the official change to the Gallery Sitting Calendar. All changes must then be noted correctly on the Calendar (located on the desk at the Off Track Gallery).
4. Gallery Renters may not sit the Off Track Gallery until they have received full orientation. Training to be scheduled with the Gallery Manager.
5. If you or your substitute do not show up for the assigned sitting time, and you have not made prior arrangements so that the gallery will not be unattended, You WILL be charged \$45 and will need to pay that amount before you will be allowed to show again. The second time this

problem occurs, you will be removed from the wall and your deposit will not be refunded. You are responsible for reminding your substitute of his/her sitting time prior to your absence. It is critical that we are able to depend on our sitters.

C. ADDITIONAL DUTIES

1. All Gallery Renters will take their turn as the **Calendar Chairman** for the month. *Once you have been the Calendar Chairman of the month, you will not be asked to fill this monthly position again until all the other Gallery Renters have had the opportunity to perform this job (approx. every three years, or so).*
2. Gallery Renters are required to sign up for **one Rotation Day per year** to assist with Rotation Duties. *All Gallery Renter's names must appear on the Rotation Day Sign Up List within two months of their official acceptance as a Gallery Renter.* Gallery Renters have a choice of assisting with 1) Take Down 2) Writing Down Take- In Information, 3) Checking Incoming Artwork for Adherence to SDAG's Exhibition Requirements, 4) Hanging Paintings, 5) Arranging Floor Displays, 6) Collecting Rotation Fees and Deposits. Sign ups are organized into four rotation periods for the year. The completed Rotation Duty List is placed in the Procedure Book in the Off Track Gallery and is run in the Paint Rag one month prior to each rotation.
3. All Gallery Renters are expected to coordinate or assist in the coordination of a **Major Guild Event** once a year. Sign ups take place at the Monthly Show Take In and also on Gallery Renter's Rotation Day. Once the current year's sign up list is completed, it is printed in the Paint Rag and placed in the Procedure Book.
3. Gallery Sitters are not allowed to paint, draw, sculpt, make jewelry, etc. while sitting the desk at the Off Track Gallery if it interferes with greeting customers and creates a mess. *In short, any activity that distracts attention from attending to business in the gallery is not*

encouraged. (Many patrons are reluctant to interrupt artists who are working and will frequently leave without purchasing anything rather than bother a preoccupied artist.) Sitting the gallery is first and foremost a Business/Public Relations Job, not just a "baby sitting" job. We are all here to exhibit and, sell our artwork.

4. The business part of sitting the gallery entails correctly recording all business transactions (filling out receipts in full, including all necessary details) and making sure that all information is posted to the appropriate files and ledger sheets (as per your orientation instructions). Reading a novel/book/magazine is acceptable only when there are no patrons in the gallery and all sales paperwork and gallery maintenance have been completed. This is in everyone's best interests.

D. GALLERY RENTER PROCEDURES

1. ROTATIONS

- a. GALLERY RENTER ROTATIONS occur on the first Monday of the month during the months of January, April, July, and October. Gallery Renters must bring in their work between the hours of 9:30 a.m. and 1:00 p.m. Oversized paintings should be brought in prior to 12:00 p.m. (noon) as they are among the first paintings to be hung in the new rotation. Absolutely no artwork will be accepted after the 1:00 p.m. cut off time. *The Wall Hanging Committee really appreciates your cooperation on rotation days and would like to remind everyone that we are all in this together, artist helping artist. Adherence to the procedures really helps minimize the amount of work that has to be done, which is appreciated by all.*

- b. SIGN UP ON THE 4 RESPONSIBILITY LISTS (See Attached Sheet in Back)

1. Monthly Desk Sitting

(sign up for 3 months at a time)

2. Calendar Chairman of the Month

3. **Special Event Committee** (sign up for 1 event per year)

4. Rotation Day Duties

(sign up for 1 rotation per year)

All Gallery members are volunteers and there are no paid employees. We all help to run the gallery and therefore everyone who is a renter is required to either hold a board position or help by being an assistant to the board.

c. BRING IN A CHECK OR CASH FOR YOUR GALLERY RENTAL FEES

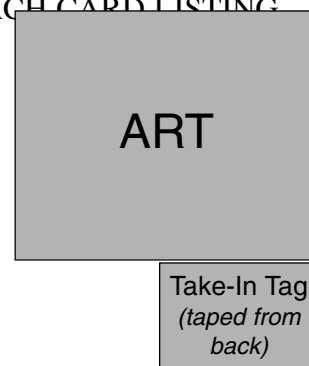
d. BRING A LIST OF THE PAINTINGS THAT YOU WILL BE SHOWING DURING THAT ROTATION PERIOD. The list will be copied by one of the take-in workers. This list will be put in your file as an official record of the work you brought in on rotation day. The list must include the 1) Your Name, 2) Names of your paintings, 3) Medium used, and 4) Price.

You are expected to rotate in mostly new paintings and some new shrink wraps at each rotation.

Paintings that you leave on the wall from the previous rotation must also be listed on the master list for the current rotation period so that they get a new bar-code. Be sure to write down all of the works you have in the gallery, as any that are not recorded will not have exhibition cards made for them.

e. BRING IN ONE TAKE-IN TAG FOR EACH PAINTING. WITH EACH CARD LISTING

- 1) Artist's Name
- 2) Title of Painting
- 3) Medium used
- 4) Price



Attach the tag to the back, lower right-hand side of art so that it hangs down and is visible.

- f. **BE SURE TO TAKE YOUR WORK HOME FROM THE PREVIOUS ROTATION.**
2. If you sell outside the Gallery, you are required to have a State Board of Equalization **RESALE NUMBER** on file at the gallery. Artists must keep records of all the pieces they sell outside the gallery, including California Sales Tax collected (7.75%), and report such sales to the State Board of Equalization along with payment of taxes collected. This must be done on a yearly, or more frequent schedule, depending on your individual situation. Please contact the San Marcos Office, (760/744-1330) to obtain more detailed information.

3. SIZE OF WORK

Full wall = 25 sq. ft. (3600 sq. inches)

Half wall = 12.5 sq. ft. (1800 sq. inches)

Full Floor = (approx. 10 pieces)

Half Floor = (approx.) 5 - 6 pieces

4. PLACEMENT OF ARTIST'S WORK IN GALLERY

1. **Wall Renters** are broken up into four separate groups, which are identified groups I, II, III, and IV. A new renter is assigned to a specific space based on which space has been vacated prior to his/her acceptance. That is, if an existing renter comes off the wall who belongs to Group II, then whoever Replaces that wall renter will automatically be assigned to the vacated space in Group II.
2. **Floor Renters** consist of jewelry, glass, scarves and ceramics.
3. As a Gallery Renter, you may not give your rental space to any other artist in the event that you wish to drop out for a period of time. If you wish to come off the wall, you must give the Gallery Renter's Chairman **60 days notice** of your plan to discontinue being a Gallery Renter. If you wish to start up again, you must

sign up again on the Gallery Renter's Waiting List. *However, once you've been through the jury process, you will not have to go through it again unless you plan to exhibit work in a new media.*

4. PAINTINGS ARE HUNG BY COMMITTEE.

*Besides our general rotation procedure, hanging also often involves artistic and space considerations that must be taken into account at the time the show is being hung. Sometimes a painting may clash with its neighbors due to color, media type, or style, which makes it difficult to show to its best advantage in its assigned location. Every effort is made to put the painting in a more advantageous location, usually with other paintings of like type, medium, or color, etc. so that the overall display will be pleasing to the eye. Although you may start out in one particular rotation group, your position may change over time as artists come and go. **Artists can not request to be in any particular group.** The Wall Hanging Committee tries its best to arrive at the best wall hanging arrangement for each rotation. **Once the gallery hanging work is completed, artists may not move their work to another location on the wall.** All Gallery Renters are encouraged to get involved and join the Wall Hanging Committee if they wish.*

Note: If you need to take a painting off the wall for a special show, you must notify the Gallery Renter's Chairman and provide a replacement work of art. Likewise, if one of your pieces is sold, you will be notified by telephone and are required to bring in a replacement piece.

- * 5. NO COMMERCIAL PRINTS OR PHOTO POSTERS MAY BE HUNG IN THE OFF TRACK GALLERY. THIS INCLUDES GLICEE OR IRIS PRINTS LASER COLOR COPY, LIMITED EDITIONS (LITHOGRAPHS). ETC. **PRINTS CAN BE PLACED IN THE SHRINK WRAP BINS BUT MUST BE CLEARLY MARKED.**

TO 2 PIECES OF SHRINK WRAPPED ART-WORK IN THE SHRINK WRAP BINS. All paintings and prints must be sealed in shrink wrap or bags (bags can be purchased from Loretta Phoenix, 727-9674, or commercially). *All mats must be clean and plastic and shrink wrap must be in good condition. Damaged or dirty mats or shrink wraps will not be accepted and will be removed from the bin if they are not clean and neat in appearance. Since shrink wraps are handled regularly by the public, they may get damaged while they are in the bin. In these cases, you are responsible for replacing damaged or dirty shrink wrap at your own expense. Be sure to clearly mark the back of your shrink wraps with the 1) Name of the Painting, 2) Medium, and 3) Price. Mark your art with the words: ORIGINAL or PRINT.*

Note that all shrink-wrap art must not be placed in the bin until it is bar-coded.

7. SDAG MEMBERS MAY BRING IN ONE MINI-FRAMED PAINTING (UNDER 10") AT ROTATION TIME. *The frame must be accompanied by a lucite easel (the price of the easel must be on it as well as your initials).* As with all exhibited work, the artist's name, title of piece, medium, and price of the easel (if included) must be neatly printed on the back of the painting. There is a \$5.00 fee for the mini painting. A card for this painting must be provided to the take-in workers. **Please check on space availability before you bring your mini-painting in.** Artists may bring in more than one piece of artwork if space is available. However, there is a \$5.00 fee for each mini-painting that is brought in for exhibition.

8. Artists are juried in as Gallery Renters based on the type of work they show the Gallery Committee. **If an artist wishes to exhibit another style or medium, then he/she must set up a separate jurying appointment with the Gallery Committee to have it approved.** *It is prudent to bring samples of all the styles and mediums you wish to exhibit in the Off Track Gallery to the jurying appointment, and*

before you are accepted as a Gallery Renter. That way you can get approval for all your work in one visit. Please be aware that it is possible to be both a Wall and a Floor Renter with prior approval of your art.

9. If you wish to change from a Full-Wall Renter to a Half-Wall Renter, you must give the Gallery Renter's Chairman a **60-day written notice**. If, on the other hand, you would like to increase the amount of space that you rent, then you should sign up on the Gallery Renter's Waiting List and wait for additional space to become available. *You will not need a second jurying appointment with the Gallery Committee as long as the medium you will be exhibiting remains the same.*

10. ARTIST OF THE MONTH: this venue has been suspended at the new Gallery location and is replaced with off-site showing.

COMMISSIONS

Gallery Renters do not pay commissions on any art that is sold from their rented **Wall or Floor** space or for any mini-painting on a lucite easel.

Shrink Wraps, cards and Monthly Wall Renters must pay a **15% commission**.

All sales must pay 5% or more for the use of the VISA/MASTERCARD MACHINE. The percent charged will vary depending on what we are charged by the Visa/Mastercard System.

Card sales and other smaller amounts won't be paid until the amount reaches \$25.00. *We are charged for each check that the bookkeeper writes and this keeps our costs down.*

From time to time the gallery hosts events that may or may not ask artists to contribute a small commission toward the gallery's general fund.

PAYMENTS TO ARTISTS

Payments to artists for sales made during the current month will be mailed out during the first week of the following month. (Our books close on approximately the 26th of each month.) In the interests of keeping our costs down, please do not call the bookkeeper about your individual situation. The bookkeeper is an outside consultant and, as such, provides a paid service. This being the case, she does charge for the time she must spend talking to people about their individual payments. If you have any questions, please direct them to SDAG Treasurer.

LAYAWAY PROCEDURES AND PAYMENTS

Layaway procedures are outlined in detail in the Procedure Book in the Off Track Gallery. All layaway payments will be made directly to the artist at the end of the month (checks will be sent during the first week of the following month). Framed paintings and shrink wraps that are placed on layaway will be placed in the Eastern Corner of the Closet Area and will have a note taped to them indicating that they are a layaway purchase (this is subject to change).

Measuring Your Work

This is a guide to help you to measure your work
BEFORE YOU BRING IT TO THE GALLERY.

It is simple;

1. Measure the height of your work including the frame and **add 2 INCHES** to the measurement.
2. Measure the width of your work and **add 2 INCHES**.
3. Then multiply these two numbers together.

Write it down.

4. Do the same thing to all the pieces that you plan to enter.
5. Add up all the numbers that you wrote down in step 3.

This final number is the amount of square inches that your pictures will occupy on the wall.

If you are a **half wall** renter this number cannot be larger than **1800**.

If you are a **full wall** renter this number cannot be larger than 3600.

*If the number is larger you have too much work or your work is too big.
Something will have to be changed.*

HERE IS AN EXAMPLE

A member who rents a **half wall** measures 4 pieces of work. Each piece measures 16 inches by 20 inches. Therefore, you would write down $16 + 2 = 18$ and $20 + 2 = 22$.

When you multiply 18 times 22 you get 396.

Since all the work is the same size, you would then add

$$\begin{array}{r} 396 \\ 396 \\ 396 \\ 396 \\ \hline \end{array}$$

Which equals 1584

This person has not exceeded the size limit and could probably squeeze in another very small piece.

Monthly Show Wall
Chairperson: Wanda Olson
760.753-6807
mshell@znet.com

Benefits:

1. Monthly Show artists are not required to staff the gallery.
2. Monthly Show art is judged and awarded ribbons of merit.
3. Best in Show receives a \$25.00 check.
4. Artists may use the same 3 month payment schedule if wanting to receive a reduced rate for your 1 piece of artwork.
5. Artists may show 1 additional mini framed work (max on diagonal at 17") for only \$5.00 more. (This can't be put on a 3 month payment schedule, and would be paid each time a mini comes in on take-in.)
6. All art in the Monthly Show is up for a month and then replaced by new art at the next monthly take-in. (Monthly take-in remains on the last Tues. of the month from 9:30am-noon.)

Requirements/change:

1. Only can show one piece of art work no larger than 54" on the diagonal. (Dot/Wanda, what about large art with glass? Do we want to have a limit on glass size for the danger aspect?)
2. May show an additional mini no larger than 17" on diagonal for additional \$5.00.
3. Price for small/medium piece measuring 36" on diagonal or under: \$15.00
(With 3 month deal it would be \$10 per month x 3 months = \$30.00 for the 3 months.)
4. Price for a large piece of over 36" but no larger than 54": \$20.00
(With the 3 month deal it would be \$15 per month x 3 = \$45.00)
5. Monthly Show artists would still need to volunteer to help the gallery and guild in some way. Requirements are 3-4 hours a month volunteering for each time you enter the Monthly Show. This can be handled by helping on take-in, receptions, extra staffing the gallery if you're trained, coordinating events, etc. The duty coordinator will help you sign up for something.
6. When you have a sale, you would pay a 15% commission to the gallery out of your sale. And if the customer is using a credit card, there's a small 5 %

charged out of your sales, also. (Same as previously on both counts.)

Wall Renters
Chairperson: Dot Renshaw
858.272-8599
artist@dotrenshaw.com

Benefits:

1. Wall Renters don't pay a commission on any sales off the wall.
2. Your art work stays up for 2 months so you only need to do take-in every other month.
3. You hang your own work.
4. You may hang large or small or thickly as long as you follow the rules for hanging.
5. You may hang a framed 8x10" bio with attached plexi-glass business card holder (which you may purchase from the Guild) at your location.
6. You will have your name on the wall. (Dot will do uniformed name plates.)
7. You may take out a piece or two overnight/one day when needed for showing a client or for a reception. (But not on Mother's Day.)

Requirements/changes:

1. Wall renters must staff the gallery, as do the floor renters.
2. Full wall renters must staff 2x a month or 4 times total per rotation.
3. ½ wall renters must staff 3 xs in the 2 month rotation period.
(This would be one time each month plus on extra shift sometime during the 2 month rotation period.)
4. Since there's a \$5.00 check charge by our book-keeper, Wall & Floor renters would now be required to pay that fee out of their sales. Joanne Chambers, our treasurer, will keep a list of those artists that only want to be paid after a sales amount has reached \$50.00 or more. (She already holds off on paying until artists have sales up to \$25.00.)
5. Wall Renters (and Floor Renters) are required to take on important jobs to help the gallery and guild. (That means more than just baking cookies for a reception!)