

Winners of the April, 2009 Monthly Art Show at the Off-Track Gallery

Judge: Jo Ann Ginepra

Oil/Acrylic

Best of Show & 1st place in Oil

Marileigh Schulte "Beach Girls"

2 – Toni Williams "Looking"

Honorable Mention: Ricki Unger

Photography

1 – Diane Goodman "Chinese Purse"

2 – Rita Hohweiler-Cecil,

"Salton Sea Building"

Mixed Media

1 – Vita Sorrentino, "Painted Desert"

2 – Rae Barney, "The Void"



Best of Show
Marileigh Schulte "Beach Girls"



Diane Goodman "Chinese Purse"



Vita Sorrentino "Painted Desert"

Monthly Show Rules

- There is 10 % commission on wall and floor art and shrink wraps. There is no commission on cards. An approximate 5% is charged for credit card sales.
- All work must be original (or prints made from your own original) and for sale.
- TAKE-IN IS THE LAST TUESDAY OF THE MONTH from 9:30 am – Noon. (Holidays may change this date, so check the calendar on the cover of the Paint Rag.)
- Please have your take-in sheet and take-in tags (found in the Paint Rag) already filled out for take in day.
- Work must be framed unless you use wrap-around canvas stapled on the back (no staples on the sides). Frames must be attached professionally (check the guide-lines posted in the gallery or on the SDAG web-site). No bent-over nails or staples to hold the frame.
- The wires should be attached to wall art 1/4 to 1/5 of the way down from the top of the frame.
- You must have your name and the title of your piece on the reverse of your work.
- Do not bring wet paintings.
- You must have a multi-strand wire (please do not use the saw-toothed hangers that usually come with ready made frames) attached securely approximately 1/4 of the way down from the top of frame and slack enough to come to approximately 2 inches from the top of the frame. Please tape the ends of the wire (loose wire ends can cut the hands of those doing the hanging).
- Be sure your work looks as nice as it can, well put-together frame, clean well-cut mat.
- The Guild reserves the right to refuse entries that do not meet SDAG standards.
- Prints made from original art (such as Giclees) must clearly be identified as reproductions/prints (this includes those in the shrink wrap bin). California state law requires all reproductions to be numbered editions. Buyers deserve to know the number of copies available. Signed editions are generally thought of as more valuable to collectors. NOTE: Giclees are not included in the judging.
- Calligraphy as part of the art piece is acceptable.

Poly Bags available at the Gallery

"Poly Bags" are the acid-free, archival clear "sleeves" that you need to use to protect your unframed art (or greeting cards).

Sizes of bags

Bag size	Art size	Cost
5-1/2 x 7-1/4	5 x 7 (card size)	\$1.50 for pack of 10
11-1/4 x 14-1/8	11 x 14	35 cents each
16-7/16 x 20-1/8	16 x 20	55 cents each
18-7/16 x 24-1/4	18 x 24	95 cents each

Mats (White, black or crème)

Outside Dimension	Opening fits this size art	Width of Mat	Price
11 x 14	8-1/2 x 11	1-1/4 x 1-1/2 inches	\$2.20
18 x 24	13 x 19	2-1/2 inches	\$4.25
20 x 24	16 x 20	2 inches	\$6.00

To order, contact Terry Oshrin: TerryTulips@aol.com
home: 760-942-3294, cell: 619-417-6169

Terry will deliver orders to the Gallery every Thursday. You will then pick up your order at the Gallery and leave her a check (made out to Terry Oshrin, NOT the Guild) in her file folder in the store room filing cabinet.

SHRINK WRAP SPECIFICATIONS

Each SDAG member may show 2 large and 5 small shrink-wrap pieces. There is no charge for showing shrink-wraps. Shrink-wraps have 10% commission on them. They must be enclosed in crystal clear envelopes with the artist name, the title and the price of the art piece clearly readable and in a place that it can be seen from the outside of the envelope. Full size shrink-wraps should not be any larger than the art bin. Small size shrink-wrap should be 9"x12" or smaller. All shrink-wraps should have a backing made from either 'backing board' or mat board, cut carefully to fit the size of the work. Total thickness of package must not exceed 1/4". Please: no ragged edges or thick backing or thick foam core since it takes up too much room in the bins. All shrink-wraps should be clearly marked: ORIGINAL OR PRINT.

CARD RACK SPECIFICATIONS

Every member can show cards and use 2 card slots if there is room on the rack. Artists do not pay commission on cards and there is no charge for displaying cards. All card requests must go through Barb Mille'.

June Agenda: SDAG BOARD OF DIRECTORS MEETING AGENDA for Monday, June 22, , 2009
Meeting held at 9:30 am 160 Calle Magdalena, Public Works Building

A. RECORDING SECRETARY: Cindy Gary.

1. Approve minutes from the Monday, May 18, 2009, Board Meeting ?

B. UPCOMING DATES

1. June 22, Monday, 9:30: SDAG board meeting at 160 Calle Magdalena, Encinitas Public Works.
2. . Sunday, June 28: Wall renters rotation , Off Track 1
3. . _____? Wall renters rotation, Off Track 2. ?? June 28?
4. . June 30, Tuesday, 9:30 a.m to noon.: monthly show take-in at Off Track Gallery 1.
5. . July 1, Wednesday, take-in for Magdalena gallery, 10-12:00 noon. Take-out: Wednesday, October 7 ?
6. July 10, Friday, 5:00 to 8:00, featured artists' reception at Off Track Gallery 1.
- 7 June 26, Sunday: Wall rotation for Off Track 2 ?
8. July 27, Monday, Board meeting, 9:30 at 160 Calle Magdalena.
- 9 . July 28, Tuesday, 9:30 to noon, monthly take-in, Off Track Gallery 1.
- 10 . August 4, Tuesday, N. County Oncology take-in, 3617 Vista Way, 9:30-10:30. Take-out in Jan, 2010.
11. August 6, demo at Quail Gardens Ecke building, 1:30 to 3:30.
12. Sunday, August 23, wall renters rotation, Off Track 1
13. Sunday, August 23- wall renters rotation for Off Track 2?
14. Monday, August 24, SDAG board meeting, 9:30, at 160 Calle Magdalena.
15. Tuesday, August 25, Monthly show take-in, 9:30 to noon.
16. Sunday, August 30, 10:00 to 5:00: LeucadiArt Walk.

C. PRESIDENT: Patricia Eldon

I. New Business

1. Board election
- 2 .. help for receptions- a. food
, b. promotion
- 3 .. Off Track 2 at the Lumberyard. Terry Oshrin
4. Get e-mail addresses at point of sales
- .5.. Allow books ? Voted first 11 yes, then 5 changed to no,
6. Music systems, sources.
7. John de Wald's Pacific Station
9. More card rental space at Off Track 1?s
8. .. mini- art in monthly shows?

II.. OLD BUSINESS

1. Leucadia Art Walk.

2. Seeking donations. Coordinator

3. Check over Action Items from last month.

D. TREASURER'S REPORT: Joanne Chambers –financial report

E. MEMBERSHIP CHAIR: Laura Lowenstein .

F. PUBLICITY CHAIR: Grace Swanson Publicity report.

G.. Gallery Chairperson- Bruce Stewart- Grant

H. .. Floor Art Chair: Ellablanche Salmi.

I.: VP Calendar CHAIR Judianne Shannon .

J. Offsite show chair: Wanda Olson- exhibit at Oncology Clinic.

K. VP PROGRAMS CHAIR: Diane Dudek, chairperson .. Alison Christler, assistant . Next demo?

L. Monthly Show CHAIR: Ricki Ungar . How to get more members to enter Monthly Show.

M. Wall-renters chairpersons- Ellen Waiting list, etc.

N. Paint Rag Chairperson- Lisa Dunn.

O. PARLIAMENTARIAN : Isabella Breasted

P. Sunshine: Isabella Breasted

Q. Webmistress: Mary Beck –newsletter link on each web page?

Patricia Eldon

landscape artist

President, San Dieguito Art Guild

<http://www.offtrackgallery.com>

San Dieguito Art Guild

Monthly Show at the Off Track Gallery

Take-in Date _____ Check # _____ \$ _____

Artist _____ Phone _____

☐ **New SDAG Member** this month please fill out address, email and medium

Address _____

Email _____ Medium _____

Diag. Measure	Office Use Item #	Title of Artwork	Medium (not dept)	Dept. No.	Vendor ID	Price
		Monthly Show #1				\$
		Monthly Show #2				\$
		Monthly Show #3				\$

- Item # will be given by take-in volunteers on the day of rotation.
- Your vendor ID is the first three letters of last name and first two letters of first name.
- Dept. Numbers:

1-Cards	6-Mixed Media	11-Textile	15-Print (such as Giclee) made from original art work. List medium (i.e. water-color/oil/acrylic) print was made from.
2-Shrink Wrap	7-Other Media	12-Special Events	
3-Oil/Acrylic	8-Jewelry	13-Miscellaneous	
4-Watercolor	9-Glass	14-Digital Art	
5-Photography	10-Sculpture/ Ceramics		

NOTE: Prints are not eligible for ribbons or cash awards for the monthly shows.

Job for this Month _____

I understand the San Dieguito Art Guild/Off Track Gallery and/or the Landlord 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 the Landlord 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**

If for any reason my art is left at the SDAG/Off Track Gallery after a show, a rental period or non-renewal of my SDAG membership for a time period past thirty (30) days it will be considered abandoned and become the property of the San Dieguito Art Guild/Off Track Gallery. I understand and have read the above statement and I give my permission to the SDAG/Off Track Gallery to dispose of my art in any manner they choose.

Signature _____ Date _____



San Dieguito Art Guild
Off Track Gallery
PO Box 235853
Encinitas CA 92023

www.OffTrackGallery.com

May, 2009

The Paint Rag

SDAG Paint Rag Newsletter

Contact Lisa Dunn: LpDunn9@hotmail.com
Newsletter info due by the end of each month.

SDAG Membership Info

Contact Laura Lowenstein
(760) 753-3254

Paid staff available at \$30 per shift

Ellablanche Salmi	460-431.6983
Joanne Chambers	760.943.0986
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
Doreen Long	858.487.3672
Judianne Shannon	760.753.7088
Grace Swanson	760.942.6109



"A work of art that does not
begin in emotion is not art."

~ Paul Cezanne

The San Dieguito Art Guild, established in 1965, is an 501(c)4 organization dedicated to furthering artistic understanding and fostering artistic growth of members and the community at large by promoting interest, education, knowledge and skills in the visual arts.



May 12

June 6, 2009

Hi Everyone,

I happened to run into John DeWade at the Lumberyard on Friday and got a chance to ask him if he's still interested in working with us on art ideas and/or rental. He is.

He thinks he'll have the Pacific Station center opened by March 20010 and wants to talk about things with us this summer. I'll make sure he has my contact info and in the meantime, we can think about this and ideas and be ready to have a small group talk with him when he contacts us.

John mentioned that he has Whole Foods almost decided to come in and they want some kind of art element. Maybe in the store windows that could be rotated.



Also, he mentioned there's a possibility of renting anywhere from 100-800 sq. ft.

I'll invite him to our Gallery2 reception. John is doing some kind of presentation at Cottonwood Park on his project and how it relates to a Green Building concept. Not sure on the time.

I know that Terry is hoping that we can continue at the Lumberyard for sometime after summer. And perhaps we could negotiate a longer deal if we were to rent. But if the Pacific Station becomes the new place to hang out, it might be better to be down there. Either way, the walking traffic between the new center & Lumberyard will increase.

Laura

jury the show.

- Grace will call Keith (landlord) and ask for free space.
- Grace to Mary – how many sq. feet do you need?

6. Soravia Painting – Is there a need to Matte?

- Danny said that there is no need to change
- Clips, like those used for posters are needed to hang paintings.

7. Critique sessions - Monthly workshops at Gallery

–Discussion: Should we have them? IF yes, what are the guidelines/rules?:

- Bruce said that he and Dave Umbrello discussed the idea of holding critique sessions where artists can have their work critiqued for free or a charge. Critique sessions would be held when Gallery is closed, proposed hours 5-7pm.
- Grace- said there would need to be a sign in sheet. Artists would be called in order of sign in; if time did not permit for all artists to be critiqued then the list will be continued to next month.
- Bruce said that ground rules would have to be established and voted on.
- Laura said that in regards to the critique, have a professional such as Allsion Christler
- Mary said we put this idea in the Paint Rag and wait for response. Also, at the Art Institute critique is free to members
- Grace said: “I would pay for a professional opinion”.
- Mary – Consider several things, such as: even month’s informal critique and then on odd months paid critique
- Laura – Another venue – Quail Gardens – ask Dianne Dudek to organize, once or twice a year. Expect 40 people and charge Members \$5, non-members \$15
- Bruce –Likes starting out informal, he said that it would help facilitate the process.
- Judianne – good way to start.
- Mary will send out an “anyone interested in” email blast.
- Bruce will tell Dave and they will both be there for the first critique. Mary will help to put together. Date not yet decided, but time agreed to is from 5-7pm.
- Ask Dianne Dudek if she would be interested in coordinating something like this for June in place of the Demo at Quail. **Action Item** for Laura to call Dianne and then let Lisa, Mary and Grace know Dianne’s response.

F. Reports from Chairpersons:

1. Treasurers’ Report: Joanne Chambers:

- Joanne not present at today’s meeting. Grace mentioned that the Guild needs to start looking for a new treasurer for next year as Joanne is in her 3rd term.

2. Membership Chair - Laura Lowenstein

- 164 Members – 4 new members this month.
- Need to check Website if membership offer of 3 months free if you join in June. Mary Beck to check.
- Laura would be happy to discuss pro-rate membership with anyone outside of the meeting.
- 10 added in January – yeah!!

3. Publicity Chair –Grace Swanson:

- Signed up for Encinitas “Buy Local” Program.
- Coastal Cruiser – Paula K. is contact for event.
- Quail Plant Sale booth – Terri and Grace will be at event.
- Encinitas Garden Festival – Joan Grine – environmental Painters demo.
- Racks for the foyer artists – 50 cards given to each Artist.

3a. Grace formed Publicity team

- Dave Umbrello will take a picture each month of winner of Monthly show.
- Joyce Nash will start doing the labels for the postcards that go out every month. 700 postcards will be sent.
- Debra Van Huiss – will write the press release for the foyer artists and the demos and send to local papers.

4. VP Programs, Diane Dudek/Terri Oshrin:

- Not present at meeting

5. Offsite Chair- Wanda Olson:

- Not present at meeting
- Bruce commented that while shopping at Rhino Art he mentioned the Gallery show and the owner said there was not going to be show. What are the reasons? Rhino Art told Bruce that it b/c the Guild was not interested in holding a reception.
- **Action Item** - Grace to email Wanda about status of Rhino

6. Gallery Chair Bruce Stewart:

- Bruce – contacted Keith about leak
- Music – will have Music in his room at reception. Bruce will contact Benny again.
- Patricia emailed Joan and asked about harp player.

- Bruce- will call another meeting regarding music at receptions.
- Grace – would like music in every room during Gallery hours. Sitter can choose music

6a. Kids Art Classes at Gallery:

- Deborah and Bruce are interested in classes for kids in their Gallery space.
- Proposed dates: March 30- April 10th
- 4-6 kids in each room max, 8-12 children.
- Hours – 9-12:00.
- Deb. – Interested in craft projects - ages 3rd to 5th –
- Bruce – Interested in teaching drawing techniques - 5th -8th grade
- At the end of the Camp sessions, Bruce and Deborah would then would like to have a show of the kids work.
- Bruce asked for feedback – everyone had very positive feedback.
- Ella Blanche – Does our Insurance cover anything that could happen? Will parents need to sign a waiver?

7. Floor Chair - EllaBlanche Salmi –

- 21 floor people providing an income of \$ 490.00.
- Ellablance put a page in big purple book detailing floor layout.
- EllaBlanche is a published author, her latest book is: “Heartland”. It was suggested that we should have a book signing at the Gallery.
- We also have other published authors; Ellablance will check with Debra and Carla and see if there is common date to hold a book signing for all 3.

8. Judianne Shannon, Calendar chair:

- Artists appreciate being exempt from sittings
- Still had 28 double shifts. “Byes” most given to monthly show
- Only 9 more sessions to fill, will fill them from Monthly show
- Jackie Tyree – exempt from sitting.
- Demo person – is like sitting to Judianne – add into the sitting calendar

8a. Are there other jobs to offer in lieu of sitting?

- Judianne will review list for names of cleaners

9. Ricki Ungar, Monthly show chair:

- Not present at meeting

10. Wall Renter Chair - Judy Salinsky/Ellen Cramer

- Not present at meeting

Critique session.

3. Action Item: for Laura to call Dianne regarding critique session at Quail Gardens and then let Lisa, Mary and Grace know Dianne’s response.

4. Action Item – Cindy in the summary mention that at Reception in March the Gallery will be promoting the Mothers Day event.

5. Action Item - Patricia needs to find a coordinator for the job of Solicitation coordinator. She will put details of this position in the Presidents Corner.

5a. Action Item - Cindy – Put note in Summary about position

.

Motion to adjourn: called by Mary, 2nd Laura, unanimous at 12:50

Please review and send any additions and or corrections to Cindy Gary at cingary@yahoo.com

In an effort to start the meetings on time and keep the meetings to 2 hours, the meeting minutes will be approved via email and will not be reviewed at the start of future Board Meetings.

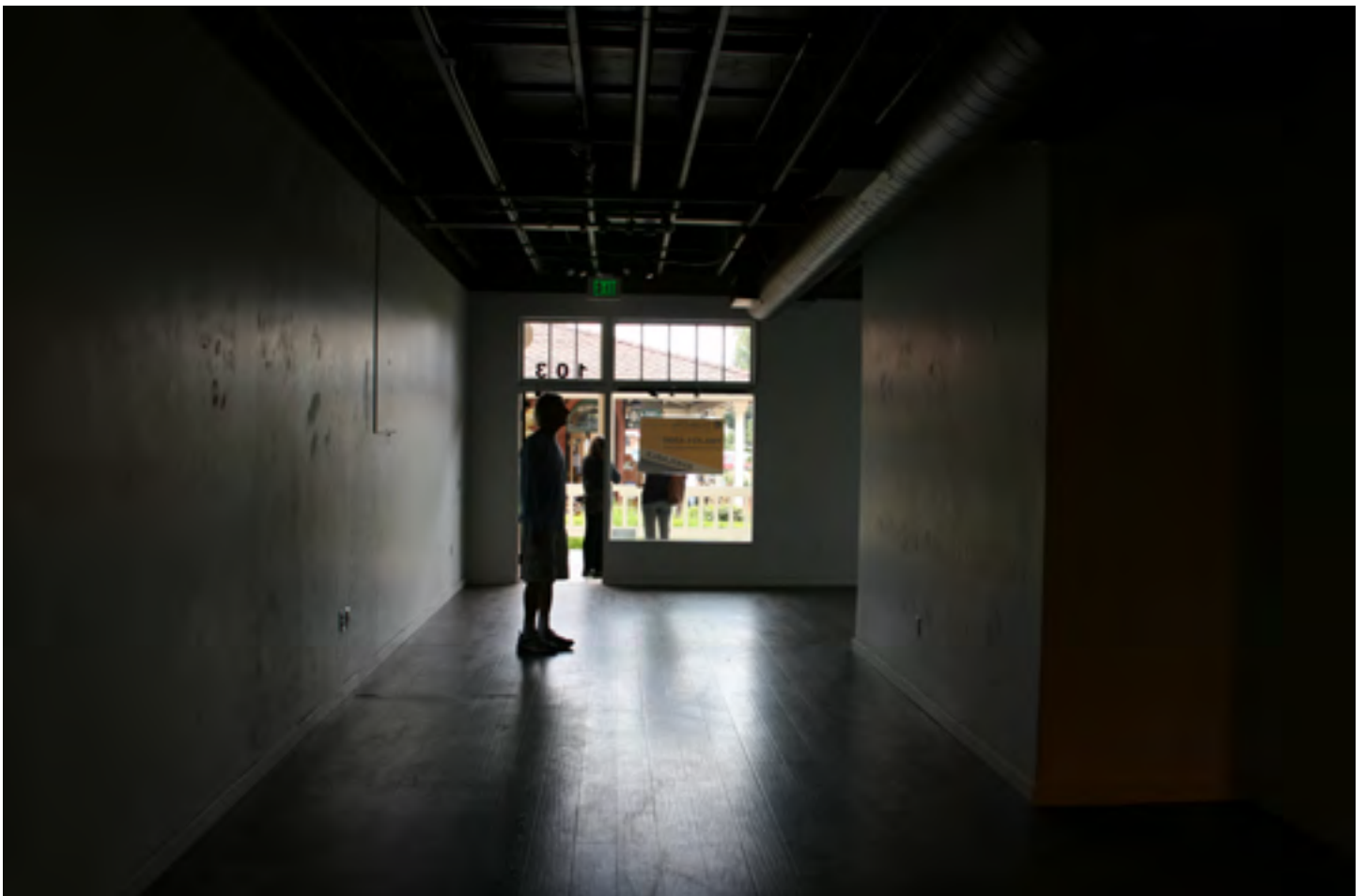
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Action Items:

1. Action Item: Grace to email Wanda about status of Rhino

2. Action Item: Patricia to ask Allison to judge for March

Photos from before we moved into the Lumberyard location, May 18, 2009 ?







First take-in at the temporary Lumberyard location





Just Opened

The Off Track Gallery now has **two** locations in downtown Encinitas

500 Second Street
(2nd & D)

New location
Open June 1st
in the LumberYard
Shopping Center
Suite 103 - across
from St. Tropez



OFF TRACK GALLERY

San Dieguito Art Guild, Est. 1965

Local Artists • 760.942.3636 • OffTrackGallery.com

"The Fine Art of Digital Media"

presentation by Jim Respass

Free and open to the public

Held at Quail Gardens, Ecke Bldg.

Thursday, **June 4**

1:30 to 3:30 p.m.

*The demo is funded, in part, by a grant
from the City of Encinitas and the Mizel
Family Foundation.*



OFF TRACK GALLERY

San Dieguito Art Guild, Est. 1965

Second and D Streets • ENCINITAS • Local Artists

760.942.3636 • offtrackgallery.com • Open Daily 11-5

Coast News ad for May

DEMA ad for May

Featured artists

ENCINITAS — The Off Track Gallery announced its four Featured Artists for May and June: Gaga Barnes, Bobbi Harrington, Isabella Breasted and Judy Salinsky. The four artists will be honored at a reception from 5 to 8 p.m. May 8 at the Gallery on the corner of 2nd and D streets in Encinitas.

Beautiful morning

ENCINITAS — Solace on

Coast News 8 May 2009

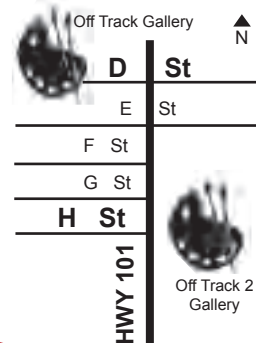
Just Opened

The Off Track Gallery now has **TWO** locations in downtown Encinitas

NEW LOCATION
Off Track 2 Gallery

Open June 1st
in the LumberYard
Shopping Center
Suite 103 - behind St. Tropez

Original Off Track Gallery
500 Second Street
(2nd & D)



OFF TRACK GALLERY

San Dieguito Art Guild, Est. 1965

Local Artists • 760.942.3636 • OffTrackGallery.com

OFF TRACK GALLERY OF ENCINITAS INVITES YOU TO A
FEATURED ARTIST'S RECEPTION ON FRIDAY
AND A MOTHER'S DAY TOUR OF ARTIST'S HOMES ON SATURDAY/SUNDAY



Isabella Breasted



Gaga Barnes



Bobbi Harrington



Judy Salinsky

RECEPTION

Friday, May 8th, 5pm - 8pm
Wine and hors d'oeuvres
Young Artists Area
Painting Demonstration
Live Music

**OFF TRACK GALLERY
DOWNTOWN ENCINITAS
2ND AND D**

ANNUAL MOTHER'S DAY ARTIST HOME AND GARDEN TOUR

Saturday and Sunday May 9th and 10th



Eight stops on the tour
Nine stops on Sunday

Refreshments
Multiple artists at each location
Live music at some homes

**Tickets \$20
(17 and under free with parent)**



Available at the Off Track Gallery
or online at OffTrackGallery.com
Also at each home on days of tour.

**See pictures of the homes and
examples of the artist's work at
www.offtrackgallery.com**

Gallery 760 942 3636

The San Dieguito Art Guild has been a community organization since 1965. The Guild is a showcase for a wide variety of artists of all levels and mediums.

To unsubscribe click on return and put "unsubscribe" in the subject line.

San Dieguito Art Guild/Off Track Gallery presents the 11th Annual

Mothers Day Weekend Artists' Studio & Garden Tour



SATURDAY AND SUNDAY

MAY 9 & 10, 2009

10 AM TO 4 PM

GALLERY OPEN AT 8:30 A.M. FOR TICKET SALES

Eight stops and the Off Track Gallery on the tour.
Each location has multiple artists & refreshments.

All of the studio homes in this self guided tour are in the Encinitas area
and can be visited easily in one day. A map is provided with ticket

\$20 per person. Tickets available at the

OffTrack Gallery

2nd & D Streets, downtown Encinitas

or ON-LINE until May 5th: www.OffTrackGallery.com

(760) 942-3636



Off Track 2 GALLERY

To: All Artists
From: Terry Oshrin
Date: May 24, 2009
Re: Take In for the Off Track 2 GALLERY

“The time, location and date for take-in will be announced this coming week of May 25th, so please check you emails regularly.
(We have anticipated take-in the week of May 25th for an opening of June 1).
Please bear with us.

We are attempting to make this juried take-in as smooth as possible and have enclosed some of the documents you will be completing upon your acceptance.

Contract documents will be supplied at take-in. (Bring Pens)

The Wall Renters Tags (Artist is to complete them)

Please “only” use Avery 8633 labels. Fill out and complete for your walls while hanging. (form enclosed).

The Take-in Sheet (to be completed by Artist)

We suggest you complete it ahead of time (form enclosed).

Please note: Shift times

We are open 7 days per week!

Mon-Fri - 10-6pm (2 shifts_ 10 – 2 pm and 2-6pm)

Sat – Sun - 9-7pm (3 shifts _ 9-12pm, 12-4pm and 4-7pm)

As a Reminder: 20% on ALL items (i.e. shrinks, cards, painting, jewelry, etc.).

Please refer to Grace Swanson’s previous information provided to you via email for additional questions.

Off Track II Gallery

A "White Paper" describing the background and proposed operating procedures for a satellite of the Off Track Gallery in the Lumber Yard, submitted to the SDAG by Bruce Stewart and Terry Oshrin on 5/18/09

Background

In March, 2009, Terry Oshrin suggested at a board meeting that we explore the possibility of a rent-free arrangement to establish a satellite of the Off Track Gallery (OTG) at the Lumber Yard in a vacant retail space. The board was supportive of the idea and Terry and Bruce explored the possibilities and selected the most desirable space (directly behind St. Tropez). This space has excellent wall space for a gallery, an ideal location next to St. Tropez's outdoor seating and the restrooms, big picture windows in the front, new faux wood-plank flooring, new white wall paint, and new track lighting. Terry contacted a representative of Grubb-Ellis (G-E), the company that manages the Lumber Yard to express our interest in bringing a gallery to the Lumber Yard. He encouraged us to send in a brief written proposal, which we did on April 1. Our proposed terms were modeled on the arrangement enjoyed by the Del Mar Art Center at the Del Mar Plaza. The proposal was simultaneously sent to the SDAG Board (see attached).

A Win-Win Arrangement

With some gentle prodding from Terry, G-E has decided to contract with SDAG to install and manage a satellite of the OTG at the Lumber Yard in the space we had requested, and on the terms we had proposed. The initial arrangement is for June, July and August, 2009, but, depending on how long the economic slow-down lasts, we could negotiate an extension through the end of the year (think Holiday sales). SDAG will pay only \$500 per month toward the triple net (various costs like gardening, security, maintenance around the shopping center), plus electricity and a 20% commission on each month's sales. G-E had originally requested \$700 per month for triple net, but Terry negotiated them down to \$500. As outlined in the proposal, **benefits to G-E** include having a vibrant gallery to mitigate the "ghost

town" affect of several empty store fronts as well as a modest monthly income from SDAG.

Benefits to merchants already renting in the Lumber Yard include cross-over sales from people drawn to the Off Track satellite gallery, as well as publicity from the OT2 "coming out" hoopla and monthly receptions.

The **benefits to SDAG and the Off Track Gallery** are significant.

- A number of SDAG artists will enjoy increased exposure and sales in a high traffic, high rent shopping center for a relatively small cost.
- Visitors at one OTG will be encouraged to visit the other (this should have a significant positive affect on traffic at the original OTG).
- Only about half of the revenue generated from wall rentals will go toward the cost of operating OT2. The rest will be available for other SDAG programs and expenses, helping keep member costs relatively low in the future.

Nuts and Bolts

- *How many artists?* We haven't gotten into the space to measure yet, but it looks like at least 30 4'X8' spaces would fit, as well as a number of 3-D artists (10?)

Terry projects that we'd need about 35 people to each sit twice per month to cover all shifts (Terry is willing to handle the scheduling for OT2).

- *What would the shifts be?* This hasn't been determined for sure. Scheduling for SDAG members (and those handling scheduling) would be easier if the OTG and OT2 schedules don't overlap. However, the proximity to St. Tropez Bakery and Bistro, which does a booming breakfast business, might suggest an earlier opening time, especially on the weekend. Possible shifts might be:

10-2; 2-5; and, if evening crowds at the Lumber Yard warrant, 5-8 on Fridays and Saturdays. If we don't have enough folks to keep the gallery open every day, we could possibly adopt the Wed. through Saturday schedule used by DMAC

- *Who gets in?* All wall or floor renters at OT2 must be SDAG members, and, like at the OTG,

must be juried in. OT2 Jury committee TBD. Members currently renting space at the OTG must continue to do so at least through August to qualify for space at OT2. The purpose of OT2 is to complement and enhance the OTG not to compete with it.

- *What's the monthly wall rental fee?* Revenue projections were based on a rental fee of \$45 per month as at the OTG.
- *How will each artist's wall location determined?* Key organizers will get first crack at key locations; others will be determined by lottery. Works and locations will be rotated each month.
- *How will sales be handled?* We should probably have a land line set up to handle credit card sales and to keep in touch with sitters and the OTG. We should keep a separate record of sales at the OTG and OT2. (Care must be taken to avoid overloading our treasurer. We should perhaps consider adding an assistant treasurer position).
- *Who pays the 20% commission?* At DMAC, 20% is taken from each artists' sales by DMAC when the artist is paid, so the artists pay the whole commission. We might consider having our artists pay 10% and having SDAG pay 10%, since they will be paying the same amount of wall rent but twice the commission otherwise.
- *What will the hanging system be?* We'll keep it simple. Each renter will be responsible for hanging his/her own work. SDAG will supply small nails and hangers to help minimize damage to walls (SDAG must repair blemishes when we vacate).
- *What's the timeline?* We must "Make hay while the sun shines." We intended to have works hanging in time for a soft opening by June 1 and a formal opening on June 5 (Friday) or 6 (Saturday). That's a pretty quick turn-around, especially to work on PR for the grand opening. Also, Bruce and Deborah are having their Featured Artist Reception on the 12th, and the post cards have already been ordered. It might be best to plan the OT2 Grand Opening for the weekend after the Featured Artist Reception. Since St Tropez's patio is much more crowded in the daytime, let's consider a daytime reception – perhaps 3-5.

A tentative timeline might look like this:

- May 19, announce the opportunity to members and potential members via email and personal communication (to make sure highly viable sellers are aware of the opportunity); disseminate media releases
- May 26-June 1, jury process (this could perhaps be done in one day)
- June 5 afternoon/evening – June 6 noon, hang all 2-D works and situate all 3-D works
- June 7, 10 a.m. – 5 p.m., OT2 is staffed and open to the public
- June 12, 10 a.m. – 5 p.m. alert drop-in visitors at OT2 to the Featured Artists Reception at the OTG; 5 p.m. – 8:00 p.m. notify FAR attendees (verbally and with flyers) that the OT2 Gallery is open for business and that the OT2 Grand Opening will be happening Saturday, June 20, from 3-5 at the Lumber Yard.
- July 5, 5 p.m. – 7 p.m., and July 6, 9 a.m. – 11 a.m., wall renters rotate their art
- July 11 (Saturday), 3 – 5 p.m., reception at OT 2 (this would be the day after our July 10 FAR reception, and again, we can advertise the next day's Lumber Yard reception during the one at the OTG)
- Aug. 2, 5-7 and Aug. 3, 9-11 rotate art; contact G-E about the possibility of extending our contract through December, 2009, assuming SDAG board agrees that's a good idea.
- Aug. 8 (Sat.), 3-5, reception at OT2
- August 30, 5-7 and Aug. 31, 9-5, Remove art from OT2 and conduct necessary cleaning and repairs for next tenant (unless agreement has been extended).

Administration and Management

- Terry will act as the administrative manager, and Bruce will assist her on operations.
- Ideally, we'd have an amount budgeted to get this project going (advertising, possibly catering, money to buy furniture, etc.). This probably wouldn't be more than \$1000 in one-time costs much of which would benefit the OTG after OT2 is no longer operational.

- President or VP should sign agreement with G-E (G-E will draft a contract; Terry, Grace and Bruce will review the contract and suggest changes with input from one or two other interested/pertinent board members.
- Terry suggests we give the G-E representative a gift certificate (\$300?) to the OTG and/or OT2 gallery in appreciation for his help in getting this Off Track satellite on track.

Kudos to Terry, for thinking outside the box (or mother gallery) and thanks to all of the rest of us for the vision and energy we will together put into this major enhancement of the Encinitas art scene.

Worries/Concerns

- 1.
- 2.
- 3.
- 4.

**Suggested mitigations for above worries/
concerns**

- 1.
- 2.
- 3.
- 4.

San Dieguito Art Guild OffTrack Gallery

At Second and D Streets, Encinitas
P.O. Box 235853, Encinitas, CA 92023

Off Track Gallery Summer Satellite at the Lumberyard A Proposal to Grubb-Ellis, 4/1/09

It has come to our attention that several of the spaces managed by your firm in the Lumberyard in downtown Encinitas are vacant, presumably a result of the current economic slowdown. We would like to propose a mutually beneficial arrangement that would utilize one of the vacancies as an art gallery this summer, and possibly ongoing until the space is needed for other tenants. We propose an agreement whereby the San Dieguito Art Guild (SDAG) would operate an attractive art gallery featuring the works of talented local artists in the vacant space directly behind the St. Tropez Bistro & Bakery. SDAG would pay Grubb-Ellis the costs of maintenance and utilities, in addition to 20% of total sales each month. This type of arrangement has been successful at the Del Mar Plaza, where the Del Mar Art Center operated a gallery between 2000 and 2007. The arrangement has been reestablished this March due to increased vacancies in the Plaza.

SDAG has been a non-profit organization supporting art and artists in the greater Encinitas community for over 30 years. We currently have over 170 members and operate the Off Track Gallery (OTG) at the corner of Second and D Streets in Encinitas. We feature monthly shows at the gallery as well as off-site shows at a number of different venues, including the Encinitas Library and City Hall. Our bi-monthly Featured Artist Receptions consistently draw over two hundred guests and excellent media coverage.

The benefits to Grubb-Ellis would include:

- Increased traffic for your current tenants at no cost to them or you
- Customers and potential tenants will experience a more active retail center
- Increased publicity for the Lumberyard (we will stage monthly receptions)
- 20% commission on total monthly sales

(Monthly OTG sales on Second Street range between \$2500 and \$9000; sales in the Lumberyard would likely be higher)

- Potential tax write-off for defraying the cost of rent to our non-profit
- Recognition, if desired, for supporting a community service
- Ability to terminate the arrangement at any time with 30 days notice

We look forward to discussing this proposal with you at your earliest convenience.

Sincerely,

Bruce Stewart
Manager, Off Track Gallery
Representative, Off Track Gallery
bstewartassociates@gmail.com
com

Terry Oshrin
Artist and Board
terrytulips@aol.com

Off Track Gallery 2 at the Encinitas LumberYard.

Location next to St. Tropez's outdoor seating and the restrooms, big picture windows in the front, wood-plank flooring, white wall paint, and track lighting.

The initial arrangement is for June, July and August, 2009, but depending on how long the economic slow-down lasts, we could negotiate an extension through the end of the year.

Visitors at one Off Track Gallery will be encouraged to visit the other.

Artist Rental Space available:

(30) 4' x 8' wall renter spaces
\$45 per month same as Off Track Gallery 1.

(10) 3-D artists spaces
Same rental structure as Off Track Gallery 1.

3 revolving card racks (one free slot per member, first come, first served)
2 shrink wrap bins (must fit in bin, limit 3 per member)

20% commission on all sales.

Each renter will be responsible for hanging his/her own work. SDAG will supply small nails and hangers to help minimize damage to walls (Each artist must repair blemishes in their space when rotating).

Wall tags: each artist is to make his/her own. Help or instruction will be provided. Tags will have to be made at Gallery 1 and brought over to Gallery 2. Extra packs of labels will be purchased in advance so we don't use up Gallery 1's labels

All Artists staff 2 shifts per month. The shifts are:

Monday – Thursday
10am – 2pm (4 hours)
2pm – 6pm (4 hours)

Friday
10am – 2pm (4 hours)
2pm – 6pm (4 hours)
6pm – 8pm (2 hours)

Saturday and Sunday
9am – 1pm (4 hours)
1pm – 5pm (4 hours)
5pm – 8pm (3 hours)

Lock box: same code as Gallery 1

Artists must be SDAG member.
Artists must be juried in by 3-panel committee.
Members currently renting wall space or floor space at the Off Track Gallery on Second Street must continue to do so at least through August to qualify for space at Off Track Gallery 2. The purpose of Off Track Gallery 2 is to complement and enhance the Off Track Gallery not to compete with it.

First month's placement of Wall Renters will be by Lottery.
Wall Renter location will be rotated 3 spaces to their right each month.

Guild will provide cell phone with pre-paid card.
No land line to be installed.
Guild will keep separate record of sales at the Gallery 2. Will check with treasurer to see if assistant is of benefit.

Timeline:

Tuesday, May 19.

Space to be viewed
Grub-Ellis to draft a contract. Terry Oshrin and Cris Weatherby (Bruce is in Hawii) to review. Contract to be signed by President and one VP.

Terry suggests we give the G-E representative a gift certificate (\$300?) to the OTG and/or OT2 gallery in appreciation for his help in getting this Off Track satellite on track.

Tuesday evening, May 19

- ☐ Announce by e-blast (and phone ones without email) the opportunity to members.
- ☐ Send out PR release.
- ☐ Order post cards for reception on June 20
- ☐ Order flyers announcing Gallery 2 to be placed in Gallery 1

Wednesday, May 27 Artists drop off art at Gallery 2 for consideration

Thursday, May 28 Jury process

Friday, May 29 Artists pick up work if not accepted

Saturday and Sunday, May 30, 31 Artists hang own work

Monday, June 1 first day open.

Saturday, June 20, 5-8 pm - Reception

Sunday, June 28 wall renters rotate their art 3 spaces to the right

Sunday, July 26 wall renters rotate their art 3 spaces to the right

Aug 30 wall renters take their art away and walls get patched (unless we get extension to agreement)

Administration and Management

Terry Oshrin will act as the administrative manager, with Bruce Stewart and Cris Weatherby to assist her on operations.

Start up cost (Not to exceed: \$1,000)
Advertising

Catering

Furniture (if cannot get loans from members)

Sign for gallery (Banner 9 feet wide, 2 feet tall)

Sign in window required by Grub & Ellis:

Retail Space For Rent

Call Phil at Grub & Ellis

760-431-4200

List of furniture needed (will ask membership for loan in first e-blast):

Small desk

2 chairs

glass tower (purchase if none loaned)

Antique dining table (show Terry first)

2 drawer wooden filing cabinet (not metal)

Supplies needed:

Guest book

Pens

Receipt book

Cash box

Credit Card manual machine and slips

Desk binder (duplicate the one at Gallery 1)

Calculator

Sale Tax sheet

Insurance rider (Joanne Chambers will do)

Sign with hours of operation

Have already (no need to purchase)

3 card racks

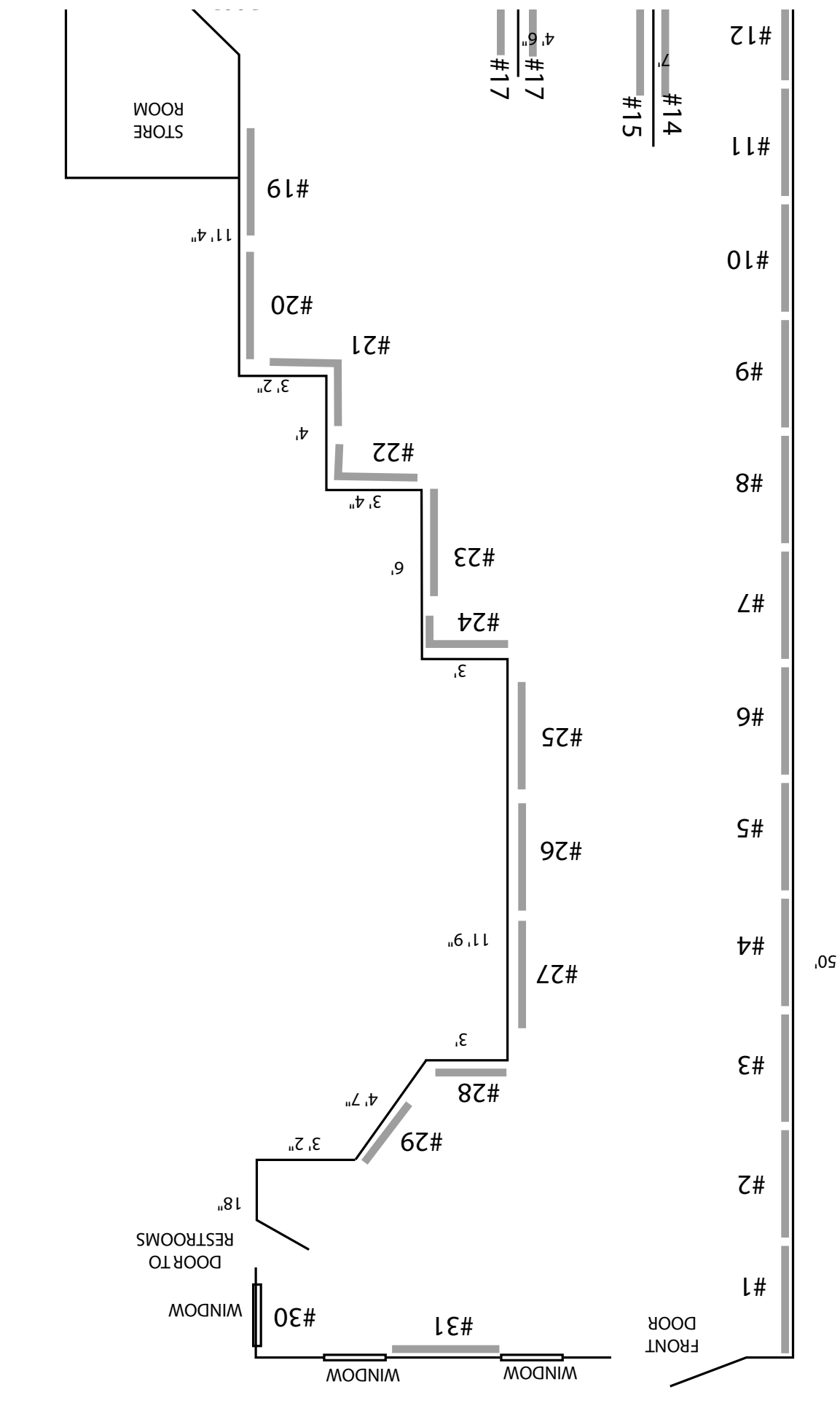
Judianne's glass shelving

2 black folding shrink wrap bins

Kudos to Terry, for thinking outside the box (or mother gallery) and thanks to all of the rest of us for the vision and energy we will together put into this major enhancement of the Encinitas art scene.

**Here is space for board members to list:
Worries/Concerns**

**How you would suggest we solve the above
worries/concerns**



Offtrack 2 Gallery Wall Renter Contract

Artist: _____

Medium of art (state all) __WATERCOLOR, ACRYLIC, MIXED MEDIA, PHOTOGRAPHY [ARE YOU LISTING THEM OR LEAVING A BLANK?]

Email _____ phone _____

Check amount: _____

I _____ 06/01/09 _____ agree to
(signature of artist) (date)

1. Pay each rotation the rent for two months (\$45 per month = \$90.00)
WOULDN'T THIS just be for the first rotation as a "security deposit" and then just \$45 per month after that?
You don't mean that they have to pay \$45 each month – which is what it sounds like
2. Sign up for staffing the gallery for two months (see take in sheet for shift dates/times) before I hang my work or arrange and pay for a staffer and notify Calendar chairperson Terry Oshrin or calendar chairperson of change.
3. Arrive between 10:00am – 4pm the last Sunday of the month before the cycle to hang my work or other date if notified. Next cycle rotation date is July 1, 2009 (monthly) the next rotation date would be Sunday, June 28 NOT Wednesday, July 1
4. If can not make this date, I must arrange for someone to bring in work, pay and sign me up for my staffing dates or talk to calendar chair for solution.
5. I understand that all work is to have proper frames and hangers, according to Gallery Rules & can hang up to 50% giclee's/50% originals ratio.
6. Artist is responsible for paying for staffing while gone on vacation.
7. I agree to have art sold at 20% commission and understand artist pays any credit card fees from sale. Checks will be issued monthly.
8. The gallery is not responsible for theft or damage to paintings. Artist needs to provide own insurance if that is desired.
9. I agree to change out at least 75% of my work on walls every cycle.
10. Failure to staff gallery for assigned shift will result to a fee of \$30.
11. I understand not all spaces are exactly same size but with rotation, they are balanced and that I must keep my assigned rotation positions.

c



ALL CONTENT WRITTEN BY WEB SITE USERS

sdbackyard.com

OUT AND ABOUT

Hundreds view art treasures in Encinitas

By Grace Swanson

SDBACKYARD.COM MEMBER, ENCINITAS

Eight showcase homes in Encinitas welcomed more than 850 visitors May 10-11, all admiring the paintings, sculptures, jewelry and other works of art by members of the San Dieguito Art Guild. The annual self-guided walking tour of artist studios and gardens raised \$14,000 for the nonprofit guild. A portion of the proceeds will go toward school art programs.



A backyard view of the home of Laurie Myers.

Photos: Linda McIntosh



An art lover looks at paintings in the garden.



Shoppers stroll through the work exhibited at one studio in Encinitas.

NORTH COUNTY TIMES

THURSDAY | May 21, 2009

Guild issues call to artists

ENCINITAS — The Encinitas-based nonprofit San Dieguito Art Guild is now accepting memberships to show art in the guild's new Off Track Gallery, 500 Second St. Call (760) 804-0718, 760-942-3595; e-mail gagasenrab@aol.com



May Monthly Show winners



Encinitas Art Walks — Downtown Encinitas galleries and art studios host evening hours and receptions for a monthly arts crawl from 7 to 9 p.m. on the first Wednesday evenings of each month through August; buddingart@hotmail.com.

Encinitas Library Gallery — The San Dieguito Art Guild is exhibiting 15 paintings on wood and other paintings on paper by the late Leucadia "Op Art" painter Roy Soravia through May; "Environmental Art Exhibition" runs June 1 through July 16; 540 Cornish Drive, Encinitas; call for hours; 858-232-5585.

Offtrack Art Gallery — Featured artists for May and June are jewelry/mixed media artist Gaga Barnes, painters Bobbi Harrington and Judy Salinsky, and photographer Isabella Breasted; Bruce Stewart's work on permanent display; the gallery is operated by the San Dieguito Arts Guild; gallery hours, 11 a.m. to 5 p.m. daily; 500 Second St., Encinitas; 760-942-3636.

Calle Magdalena Gallery — The San Dieguito Art Guild presents "Native Color: The Landscape of Encinitas" through July 1; call for hours; Encinitas Public Works Building, 160 Calle Magdalena, Encinitas; 760-942-3636.

COMMUNITY

For inclusion, send a news release at least two weeks in advance of your group's event.



MAY ART SHOW WINNERS ANNOUNCED

Marileigh Shulte, left, Pamela Taylor Waldman and Kate Whitley stand with their winning images that were recently announced at the May Art Show held at Off Track Gallery in Encinitas. The three won in the following categories: Schulte, Best of Show with "Elizabeth;" Whitley, first place-oils with "San Clemente Canyon;" Waldman, first place-photography with "Sunlit Monarch;" and Vita Sorrentino, first place-mixed media with "Emergence." The fine art work can be viewed at the gallery at 687 S. Coast Highway.

Wrong address
VETERAN CREEK

May 27

“Off Track 2 Gallery” in the Encinitas Lumber-Yard Shopping Center

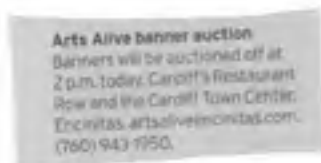
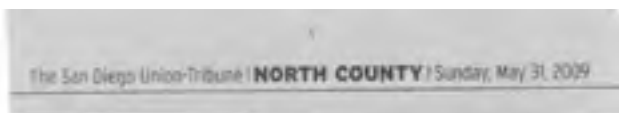
The San Dieguito Art Guild is thrilled to announce the opening of an additional location for its Off Track Gallery — both locations in downtown Encinitas. The original location, at 500 Second Street, has proved to be so successful that a second location has now been opened in the LumberYard Shopping Center, Suite 103, right behind St. Tropez Bistro. Off Track 2 Gallery plans to be open for customers on Monday, June 1st. Participating artists are being selected this week from the Guild’s current membership. An artists’ reception is planned for Saturday, June 20, 5-8 pm to coincide with live music at the St. Tropez Bistro.

The Off Track 2 Gallery in the LumberYard Shopping Center will be open Monday-Thursday 10am-6pm, Friday 10am-8pm, and Saturday/Sunday 9am-8pm.

The original Off Track Gallery on Second Street is open daily 11am - 5pm, and until 8pm on Friday and Saturday evenings during the summer.

The San Dieguito Art Guild has been a non-profit, 501(c)4 community organization since 1965. The Guild’s two Off Track Galleries, are showcases for a wide variety of artists of all levels and mediums including oil, acrylic, pastel, watercolor, mixed media, photography, jewelry, glass, pottery and much more.

For more information call 760-942-3636 or go to OffTrackGallery.com



GO!

SUNDAY | May 31, 2009

**Check
it out...**

ART



OFF TRACK 2 GALLERY Opens Monday in Encinitas

The San Dieguito Art Guild will open its second downtown Encinitas art gallery on Monday. Faced with a space shortage at its Off Track Gallery at 500 Second St., the guild has expanded with the Off Track Gallery 2 in the Lumberyard Shopping Center near St. Tropez Bistro. The new gallery, managed by Terry Oshrin (above left with guild hospitality chairwoman Cheryly Ehlers), will be open from 10 a.m. to 6 p.m. Mondays-Thursdays; 10 a.m. to 8 p.m. Fridays; and 9 a.m. to 8 p.m. weekends. A grand opening reception is planned for 5 to 8 p.m. June 20. Call 760-942-3636.

— Pam Kragen, arts editor



Off Track Gallery Two San Dieguito Art Guild

937 So. Coast Highway 101, C-1
Lumberyard Shopping Center
Encinitas, CA 92024
760-560-6897

OffTrackGallery.com

TUESDAY | June 2, 2009

NORTH COUNTY TIMES

COMMUNITY

Art Guild announces second gallery

ENCINITAS — The San Dieguito Art Guild has opened a second downtown gallery — Off Track 2 Gallery, at the Lumber Yard shopping center, Suite 103, behind the St. Tropez Bakery & Bistro. An artists reception is from 5 to 8 p.m. June 20. The guild's original gallery is at 500 Second St. Call 760-942-3636 or visit offtrackgallery.com.

ENCINITAS

Digital media presentation set

ENCINITAS — The San Dieguito Art Guild will present "The Fine Art of Digital Media" from 1:30 to 3:30 p.m. June 4 in the Ecke Building or Quail Botanical Gardens, 230 Quail Gardens Drive. Past guild president and artist Jim Respass will talk about the process of going from an initial idea to the end result. Visit offtrackgallery.com.



What: The San Dieguito Art Guild is pleased to announce a presentation by past guild president, Jim Respass. Jim is an award-winning artist whose work has been collected nationally and internationally. He has been accorded the designation of Photoshop Guru and has had his art as well as his fine-art printing skills published in a variety of books and magazines.

In this presentation, "The Fine Art of Digital Media", Jim will discuss the techniques used to compose his conceptual art from an initial idea to final manifestation. Several examples will be used to demonstrate the construction of photo-surreal images as well as the use of the latest technology in photo capture and manipulation.

In addition to his own art, Jim is a master printer of fine-art reproduction (giclée) and exhibition quality photographic prints. He will be on hand, at the end of his talk, to answer questions about printing and digital composition.

Jim's website: www.greenflashphotography.com. Images from a recent solo exhibition: <http://fineartamerica.com/profiles/james-g-respass.html?tab=artwork>

When: Thursday, June 4, 2009, from 1:30 to 3:30pm

Where: Ecke Building at Quail Botanical Gardens, 230 Quail Gardens Drive, Encinitas, CA

Who: The San Dieguito Art Guild offers this free demo, which is open to the public. The Guild has been a non-profit, 501(c)4 community organization since 1965. The Guild's Off Track Gallery in downtown Encinitas is a showcase for a wide variety of artists of all levels and mediums. The demo is funded, in part, by a grant from the City of Encinitas Community Grant Program and the Mizel Family Foundation.

San Dieguito Art Guild Photo Demonstration



Thursday, June 4, 2009

1:30-3:30

Ecke Building at Quail Botanical Gardens

230 Quail Gardens Dr. Encinitas

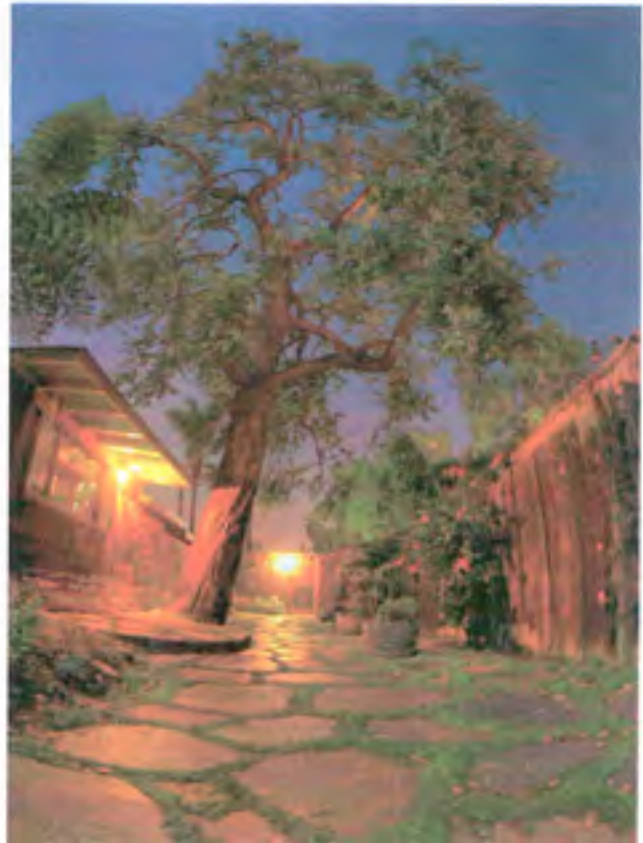
Jim Respass, photographer

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San Dieguito Art Guild's

June 2009

The Paint Rag

500 Second Street, Encinitas, CA 92024

(760) 942-3636

www.OffTrackGallery.com

Hours: 11 a.m.—5 p.m. daily

Inside this issue:

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Member Announcements	5
Monthly Show Winners	6
Monthly Show Rules	6
Shrink Wrap Specifications	6
Monthly Show Form	7

Art Demo

Jim Respass to offer an Art Demonstration

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www.greenflashphotography.com



Calendar of Events

May 18, 2009 9:30 a.m.
SDAG Board Meeting at the Encinitas Public Works Building

May 26, 2009 9:30 to noon
Monthly Art Show Take-In at the Off Track Gallery

June 1, 2009
Leucadia Art Walk Group
Application Due

June 4, 2009
1:30 p.m. to 3:30 p.m.
SDAG Art Demonstration
At Quail Gardens

June 12, 2009 5 p.m. to 8 p.m.
Reception for studio renters

June 22, 2009 9:30 a.m.
SDAG Board Meeting

June 28, 2009
Wall Renter's rotation

June 30, 2009 9:30 to noon
Monthly Art Show Take-In at the Off Track Gallery

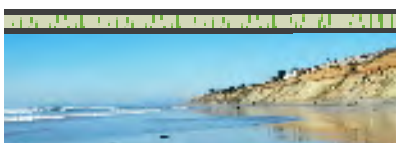
July 10, 2009 5 p.m. to 8 p.m.
Featured artists' reception at Off Track Gallery

July 27, 2009 9:30 a.m.
SDAG Board Meeting

July 28, 2009 9:30 to noon
Monthly Art Show Take-In at the Off Track Gallery

August 4, 2009 9:30 am
Off Site Show Take-In
North County Oncology
3617 Vista Way

August 30, 2009 10 to 5
Leucadia Art Walk
West side of 101 in Leucadia



ENVIRONMENTAL PAINTERS

Contact Joan Grine,
grine@roadrunner.com or
858-481-8783

May 12 and 19
San Dieguito County Park,
lunch and critique at
Joan Grine's on the 19th at noon

May 26 and June 2
Batiqitos Lagoon,
western parking lot

June 9 and 16
La Jolla Cove

June 23 and 30
Mc Gee Park, Oceanside

The San Dieguito Art Guild is pleased to announce a presentation by past guild president, Jim Respass. Jim is an award-winning artist whose work has been collected nationally and internationally. He has been accorded the designation of Photoshop Guru and has had his art as well as his fine-art printing skills published in a variety of books and magazines.

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Jim's website: www.greenflashphotography.com

Images from a recent solo exhibition: <http://fineartamerica.com/profiles/james-g-respass.html?tab=artwork>

June 12

Artists of the Off Track 2 Gallery,

The Guild is planning to have (at least) 2 more receptions for the Off Track 2 Gallery (after the one coming up on Saturday, June 20)

They will be held in mid-July and mid-August (firming up dates but it looks like July 25 and August 15)

If you would like to have your art featured on the post cards for the receptions here is what you do:

1. Leave check for \$50 in Promotions folder in the Off Track Gallery on Second Street
2. Email an image to swanson121@cox.net (or let me know if I already have one you want me to use)

The first 4 people to respond with BOTH the check and the IMAGE will be on the post card in July.
The next 4 people will be on the post card in August.

You get 50 cards to pass out or mail out yourself if you want them.

You may also submit your client list (up to 50 names and address in the 920xx zip code) to be mailed for free by the Guild using their non-profit, bulk rate. There is a deadline to submit your client list (approx. 3 weeks before the receptions).

Marileigh Schulte and her loyal companion Cosmo next to her two Best of Show winners and a recent horse painting.

OFF TRACK GALLERY OF ENCINITAS INVITES YOU TO A
FEATURED ARTIST'S RECEPTION ON FRIDAY
AND A MOTHER'S DAY TOUR OF ARTIST'S HOMES ON SATURDAY/SUNDAY



Isabella Breasted



Gaga Barnes



Bobbi Harrington



Judy Salinsky

RECEPTION

Friday, May 8th, 5pm - 8pm

Wine and hors d'oeuvres

Young Artists Area

Painting Demonstration

Live Music

**OFF TRACK GALLERY
DOWNTOWN ENCINITAS
2ND AND D**

ANNUAL MOTHER'S DAY ARTIST HOME AND GARDEN TOUR

Saturday and Sunday May 9th and 10th



Eight stops on the tour

Nine stops on Sunday

Refreshments

Multiple artists at each location

Live music at some homes

Tickets \$20

(17 and under free with parent)



Available at the Off Track Gallery
or online at OffTrackGallery.com
Also at each home on days of tour.

**See pictures of the homes and
examples of the artist's work at
www.offtrackgallery.com**

Gallery 760 942 3636

The San Dieguito Art Guild has been a community organization since 1965. The Guild is a showcase for a wide variety of artists of all levels and mediums.

To unsubscribe click on return and put "unsubscribe" in the subject line.

Mother's Day Weekend

ARTIST'S STUDIO & GARDEN TOUR



Mother's Day Weekend

ARTIST'S STUDIO & GARDEN TOUR



Coastal Treasures

Eight Artists of the
San Dieguito Art Guild
open their homes

Mother's Day Weekend

ARTIST'S STUDIO & GARDEN TOUR

**Saturday and Sunday
May 9 & 10
10 am - 4 pm**

Tickets \$20

Includes Tour Map

Tickets available online
OffTrackGallery.com

or at the

OFF TRACK GALLERY
(Second and D Streets)
Downtown Encinitas
760/942.3636

*Gallery opens at
8:30 am on Tour Days*

Coastal Treasures

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Mother's Day Weekend

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**Saturday and Sunday
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OFF TRACK GALLERY
San Dieguito Art Guild, Est. 1965

Regular Gallery hours
11 am - 5 pm
7 days a week

For more information
760.942.3636

OFF TRACK GALLERY
San Dieguito Art Guild, Est. 1965

Regular Gallery hours
11 am - 5 pm
7 days a week

For more information
760.942.3636

S a n D i e g u i t o A r t G u i l d p r e s e n t s



COASTAL TREASURES

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

Saturday & Sunday, May 9 and 10, 2009

Tickets are \$20 at the **Off Track Gallery**, 2nd and D Streets, Downtown Encinitas, **760.942.3636**
and on-line at **OffTrackGallery.com** **Tour Maps** provided with ticket purchase.

Off Track Gallery opens at 8:30. Homes open from 10am to 4pm

The Tour features eight Guild members' homes, gardens and art studios. This is a self-guided tour. Tour homes feature selected art; refreshments and entertainment. All of the studio homes are in the Encinitas coastal area and are easily accessible in one day. All art is for sale, direct from artist to collector and includes paintings, ceramics, sculpture, glass, textiles, jewelry and more.


OFF TRACK GALLERY
San Dieguito Art Guild, Est. 1965

Tickets Sold Here
\$20 per person

San Dieguito Art Guild / Off Track Gallery

Annual Mother's Day Weekend Artists' Studio and Garden Tour

Sat & Sun, May 10 & 11 2009

10am - 4pm

(Gallery open at 8:30am for ticket sales)





WATERCOLOR BY CRIS WEATHERBY

“Coastal Treasures”

Annual Mother’s Day Weekend Artist Studio and Garden Tour

The San Diegoito Art Guild will feature eight Guild members’ homes, gardens and art studios plus the Off Track Gallery on the tour.

Sat & Sun, May 9 & 10, 2009

10:00am to 4:00pm.

This is a self guided tour of garden/studios.

Tickets are \$20

Each home will feature several artists and will offer refreshments.

Some homes will also have entertainment.

Tickets will be available at the Off Track Gallery or on-line starting in April.

All of the studio homes are in the Encinitas coastal area so as to be easily accessible in a day.

OFF TRACK GALLERY

San Diegoito Art Guild, Est. 1965

500 Second Street, Encinitas • 760-942-3636 • www.OffTrackGallery.com



“Coastal Treasures”

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Some homes will also have entertainment.

Tickets will be available at the Off Track Gallery or on-line starting in April.

All of the studio homes are in the Encinitas coastal area so as to be easily accessible in a day.

The San Diegoito Art Guild has been a community organization since 1965. The Guild is a showcase for a wide variety of artists of all levels and mediums. This tour has been a great success for over 12 years and is a wonderful way for families to spend Mother’s Day.

A portion of the proceeds from this tour will be donated to a local charity.

OFF TRACK GALLERY

San Diegoito Art Guild, Est. 1965

500 Second Street, Encinitas • 760-942-3636 • www.OffTrackGallery.com



SAT & SUN • MAY 9 & 10 • 10AM - 4PM

ANNUAL MOTHER'S DAY WEEKEND ARTISTS' STUDIO AND GARDEN TOUR

Annual Mother's Day Weekend Artists' Studio & Garden Tour

Sat & Sun **May 9 & 10** 2009
10 am to 4pm

Eight stops on tour

Nine locations on Sunday

Refreshments

Multiple artists at each location

Live music at some homes

Tickets \$20

(17 and under free with mom)

Available at the Off Track Gallery

or on-line at **OffTrackGallery.com**

Also at each home on days of tour.

760.942.3636

San Dieguito Art Guild

Off Track Gallery

500 Second Street

Encinitas, CA 92024

NONPROFIT ORG

US POSTAGE PAID

ENCINITAS CA

PERMIT NO. 422



SDAG Mother's Day Weekend Artists' Studio & Garden Tour

TICKET

GOOD FOR BOTH DAYS

Homes open Saturday & Sunday, **May 9 & 10, 2009** • 10am to 4pm • Speert home open Sunday ONLY.

WIN \$100 GIFT CERTIFICATE TO PACIFICA DEL MAR RESTAURANT • LEAVE TICKET AT LAST HOME VISITED

NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

Sponsors:

Patricia Watkins
SDAG Life Member

Grace Swanson
SDAG Life Member

Pacific Del Mar
Restaurant



Off Track Gallery, 500 Second St., Encinitas, CA 92024 • **760.942.3636** • Gallery open 8:30 am both days of tour.

COMPLIMENTARY TICKET

SDAG Mother's Day Weekend Artist Studio & Garden Tour • GOOD FOR BOTH DAYS

Homes open Saturday & Sunday, **May 9 & 10, 2009** • 10am to 4pm • SPEERT open Sunday ONLY.

WIN \$100 GIFT CERTIFICATE TO PACIFICA DEL MAR RESTAURANT • LEAVE TICKET AT LAST HOME VISITED

NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

Off Track Gallery, 500 Second St., Encinitas, CA 92024 • **760-942-3636** • Gallery open 8:30 am both days of tour.



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

Sat & Sun
May 9 & 10

Tickets \$20
At Gallery or on-line
OffTrackGallery.com

OFF TRACK GALLERY
San Dieguito Art Guild, Est. 1965

2nd and D Streets • ENCINITAS • Local Artists
760.942.3636 • Open Daily 11-5 • 8:30am days of tour

OUR SPONSORS: PACIFICA DEL MAR, CALIFORNIA CENTER FOR THE ARTS, ESCONDIDO
PATRICIA WATKINS, SDAG LIFE MEMBER, GRACE SWANSON SDAG LIFE MEMBER

Annual Mother's Day Weekend

**Artist's Studio
& Garden Tour**

Sat & Sun **May 9 & 10**

Tickets \$20
At Gallery or on-line: **OffTrackGallery.com**



OFF TRACK GALLERY
San Dieguito Art Guild, Est. 1965

2nd and D Streets • ENCINITAS • Local Artists
760.942.3636 • Open Daily 11-5

Ad for North County Times

DEMA ad

“Coastal Treasures”

Annual Mother’s Day Weekend Artist Studio and Garden Tour

The San Dieguito Art Guild is offering their annual Mother’s Day Weekend Artist Studio and Garden Tour. The theme this year is “Coastal Treasures”. The Guild will have their Off Track Gallery open for extended hours and will feature eight Guild members’ homes, gardens and art studios on the tour.

Saturday and Sunday, May 9th and 10th, 2009. The Off Track Gallery will open at 8:30 and the homes will be open from 10:00am to 4:00pm.

This is a self guided tour of garden/studios. Tickets are \$20.00. Tickets are available at the Off Track Gallery starting April 1 and are available right now on the Guild website: www.OffTrackGallery.com.

Each home will feature several artists and will offer refreshments. Some homes will also have entertainment.

All of the studio homes are in the Encinitas coastal area so as to be easily accessible in a day.

This is a home/garden tour but with a real plus. Not only are the homes interesting and the gardens tended and lush, but each is a home of a working artist. All of the art will be for sale at prices directly from the artist to you and will include paintings, prints, ceramics, sculpture, glass, textiles and jewelry. The art offered on this tour is all made by locals. You won’t find anything mass produced or imported.

What to moms want most from their kids? Time. This is a perfect way to spend a day with your mom. Most homes will have food so you can skip the crowded restaurants this year and just eat your way through the tour. Tickets are good for both days and you are welcome to re-visit a favorite home.

The San Dieguito Art Guild has been a community organization since 1965. The Guild is a showcase for a wide variety of artists of all levels and mediums. This tour has been a great success for over 12 years and is a wonderful way for families to spend Mother’s Day.

A portion of the proceeds from this tour will be donated to a local school’s art department.

For Radio and TV

The The San Dieguito Art Guild is offering their annual Mother's Day Weekend Artists' Studio and Garden Tour. Tickets for the tour are \$20 and are good for both Saturday and Sunday, May 9th and 10th from 10am until 4pm. Tickets are available on-line at www.OffTrackGallery.com or at the Off Track Gallery, 500 Second Street, Encinitas.

This is a self guided tour of gardens and studios. Each home will feature several guest artists and will offer refreshments. All of the homes are in the Encinitas coastal area.

The San Dieguito Art Guild has been a non-profit, community organization since 1965. The Guild's Off Track Gallery is a showcase for a wide variety of artists of all levels and mediums. This tour has been a great success for over 12 years and is a wonderful way for families to spend Mother's Day. A portion of the proceeds from this tour will be donated by the San Dieguito Art Guild to a local high school's art department.

8 Lawn Signs from VistaPrint	\$126.78
200 color (\$36.50)	
400 black and white (\$9.00)	
Half Sheet flyers from Anderson's	\$45.50
1000 Book Marks from VistaPrint	\$88.03
Website page construction from Kathleen McGee	\$410.00
2500 Post Cards from VistaPrint	\$208.75
Postage for 2500 Post Cards	\$00.00 (estimate \$400)
50 Posters (11 x 17) from Andersons	\$37.50 + tax
1 poster (18 x 24) from Kinkos	\$16.28
Advertising:	
Coast News (already contracted)	\$332
North County Times (3 ads black/white) 3.75 x 4	\$320.22 (verify)
San Diego Union Tribune - DEMA page	\$340.00
two 2x4 full color ads. DEMA pays for the color.	
Postage for flyers sent to other guilds and garden clubs	\$12
1000 & 500 Ticket blanks from Kelly Paper	\$55.48
Printing tickets - Anderson's	\$22.40 + tax
Print 100 driving instructions - Andersons	\$12.39
Print 300 driving instructions - Andersons	\$30 ???
Print 300 driving instructions - Andersons	\$30 ???
Reorder post cards	\$73.50
Additional post card postage	\$ _____
Reader on-line ad	\$95
Print more half sheets - Andersons (by Laura)	\$ _____



Ellen Speert home



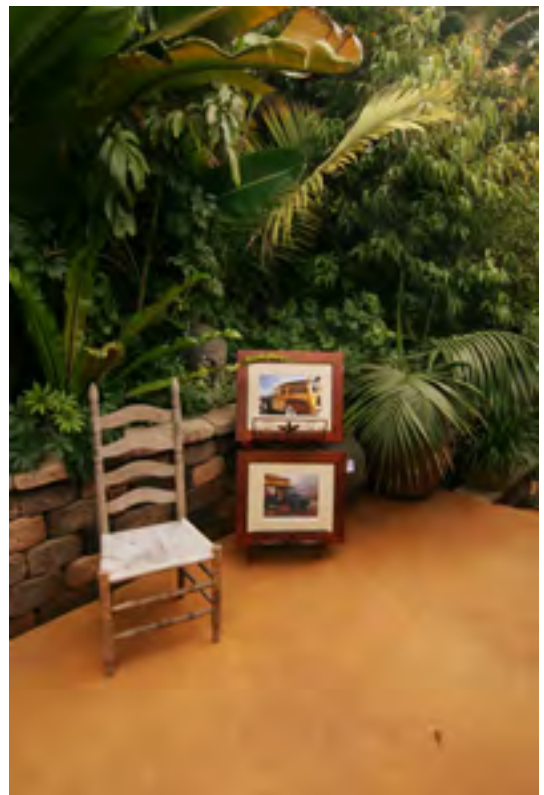


Charlene Bonney home





Steve Klinsky home





Laurie Myers home



Eric Hutchinson home





Jolie Pink home



Terry Oshrin tour chair





Diane Smith home



Off Track Gallery 2
at the Encinitas LumberYard, suite
103

Across from St. Tropez's outdoor
seating. Right next to the rest-
rooms, big picture windows in the
front, wood-plank flooring, white
wall paint, and track lighting.

Initial agreement is June, July and
August, 2009, but depending on
how long the economic slow-down
lasts, we could negotiate an exten-
sion thru end of the year.

Visitors at one Off Track Gallery
will be encouraged to visit the
other.

Artist Rental Space available:
(30) 4' x 8' Wall Renter spaces
(spaces are approximate)
\$45 per month same as Off Track
Gallery 1.

(10) Floor Renter spaces
Same rental structure as Off Track
Gallery 1.

3 revolving card racks (one free
slot per member, first come, first
served)
2 shrink wrap bins (must fit in bin,
limit 3 per member)
All SDAG members may place
cards and shrinks.

20% commission on all sales.

Each wall renter will be respon-
sible for hanging his/her own work.
SDAG will supply small nails and
hangers to help minimize damage
to walls (Each artist must repair
blemishes in their space when
rotating).

Wall tags: each artist is to make
his/her own. Help or instruction

will be provided.

All Artists staff 2 shifts per month.
The shifts are:

Monday – Thursday
10am – 2pm (4 hours)
2pm – 6pm (4 hours)

Friday
10am – 2pm (4 hours)
2pm – 6pm (4 hours)
6pm – 8pm (2 hours)

Saturday and Sunday
9am – 1pm (4 hours)
1pm – 5pm (4 hours)
5pm – 8pm (3 hours)

If you staff twice at Off Track Gal-
lery 2, you may enter the Monthly
Show at Off Track Gallery 1 with
NO EXTRA staffing.

Lock box: same code as Gallery 1
(located outside BACK door)

Artists must be SDAG member.
Artists must be juried in by 3-panel
committee.

NOTE:
Members currently renting wall
space or floor space at the Off
Track Gallery on Second Street
must continue to do so at least
through August to qualify for space
at Off Track Gallery 2. The purpose
of Off Track Gallery 2 is to com-
plement and enhance the Off Track
Gallery not to compete with it.

First month's placement of Wall
Renters will be by Lottery.
Wall Renter location will be rotated
8 spaces to their right each month.

Guild will provide cell phone with
pre-paid card. No land line to be
installed.

Guild will keep separate record of
sales at the Gallery 2. Will check
with treasurer to see if assistant is
of benefit.

Timeline:
Wednesday, May 27, 10:00am to
1:00pm

Wall Artists drop off two (2) pieces
of their art at Off Track Gallery 2
in the LumberYard for consider-
ation

Thursday, May 28
Jury process for Wall Artists

Friday, May 29, 10:00am to
1:00pm
Artists pick up work if not accepted
Floor Artists are juried in

Saturday and Sunday, May 30, 31,
9:00am to 5:00pm
Wall Artists hang own work at as-
signed times

Monday, June 1 first day open.

Saturday, June 20, 5-8 pm - Recep-
tion

Sunday, June 28 wall renters rotate
their art 8 spaces to the right

Sunday, July 26 wall renters rotate
their art 8 spaces to the right

Aug 30 wall renters take their art
away and walls get patched (unless
we get extension to agreement)

Off Track II Gallery

A “White Paper” describing the background and proposed operating procedures for a satellite of the Off Track Gallery in the Lumber Yard, submitted to the SDAG by Bruce Stewart and Terry Oshrin on 5/18/09

Background

In March, 2009, Terry Oshrin suggested at a board meeting that we explore the possibility of a rent-free arrangement to establish a satellite of the Off Track Gallery (OTG) at the Lumber Yard in a vacant retail space. The board was supportive of the idea and Terry and Bruce explored the possibilities and selected the most desirable space (directly behind St. Tropez). This space has excellent wall space for a gallery, an ideal location next to St. Tropez’s outdoor seating and the restrooms, big picture windows in the front, new faux wood-plank flooring, new white wall paint, and new track lighting. Terry contacted a representative of Grubb-Ellis (G-E), the company that manages the Lumber Yard to express our interest in bringing a gallery to the Lumber Yard. He encouraged us to send in a brief written proposal, which we did on April 1. Our proposed terms were modeled on the arrangement enjoyed by the Del Mar Art Center at the Del Mar Plaza. The proposal was simultaneously sent to the SDAG Board (see attached).

A Win-Win Arrangement

With some gentle prodding from Terry, G-E has decided to contract with SDAG to install and manage a satellite of the OTG at the Lumber Yard in the space we had requested, and on the terms we had proposed. The initial arrangement is for June, July and

August, 2009, but, depending on how long the economic slow-down lasts, we could negotiate an extension through the end of the year (think Holiday sales). SDAG will pay only \$500 per month toward the triple net (various costs like gardening, security, maintenance around the shopping center), plus electricity and a 20% commission on each month’s sales. G-E had originally requested \$700 per month for triple net, but Terry negotiated them down to \$500. As outlined in the proposal, benefits to G-E include having a vibrant gallery to mitigate the “ghost town” affect of several empty store fronts as well as a modest monthly income from SDAG. Benefits to merchants already renting in the Lumber Yard include cross-over sales from people drawn to the Off Track satellite gallery, as well as publicity from the OT2 “coming out” hoopla and monthly receptions.

The benefits to SDAG and the Off Track Gallery are significant.

- A number of SDAG artists will enjoy increased exposure and sales in a high traffic, high rent shopping center for a relatively small cost.
- Visitors at one OTG will be encouraged to visit the other (this should have a significant positive affect on traffic at the original OTG).
- Only about half of the revenue generated from wall rentals will go toward the cost of operating OT2. The rest will be available for other SDAG programs and expenses, helping keep member costs relatively low in the future.

Nuts and Bolts

- How many artists? We haven’t gotten into the space to measure yet, but it looks like at least 30

4’X8’ spaces would fit, as well as a number of 3-D artists (10?)

Terry projects that we’d need about 35 people to each sit twice per month to cover all shifts (Terry is willing to handle the scheduling for OT2).

- What would the shifts be? This hasn’t been determined for sure. Scheduling for SDAG members (and those handling scheduling) would be easier if the OTG and OT2 schedules don’t overlap. However, the proximity to St. Tropez Bakery and Bistro, which does a booming breakfast business, might suggest an earlier opening time, especially on the weekend. Possible shifts might be:

10-2; 2-5; and, if evening crowds at the Lumber Yard warrant, 5-8 on Fridays and Saturdays. If we don’t have enough folks to keep the gallery open every day, we could possibly adopt the Wed. through Saturday schedule used by DMAC

- Who gets in? All wall or floor renters at OT2 must be SDAG members, and, like at the OTG, must be juried in. OT2 Jury committee TBD. Members currently renting space at the OTG must continue to do so at least through August to qualify for space at OT2. The purpose of OT2 is to complement and enhance the OTG not to compete with it.

- What’s the monthly wall rental fee? Revenue projections were based on a rental fee of \$45 per month as at the OTG.
- How will each artist’s wall location determined? Key organizers will get first crack at key locations; others will be determined by lottery. Works and locations will be rotated each month.
- How will sales be handled? We should probably have a land line set up to handle credit card sales

and to keep in touch with sitters and the OTG. We should keep a separate record of sales at the OTG and OT2. (Care must be taken to avoid overloading our treasurer. We should perhaps consider adding an assistant treasurer position).

- Who pays the 20% commission? At DMAC, 20% is taken from each artists' sales by DMAC when the artist is paid, so the artists pay the whole commission. We might consider having our artists pay 10% and having SDAG pay 10%, since they will be paying the same amount of wall rent but twice the commission otherwise.

- What will the hanging system be? We'll keep it simple. Each renter will be responsible for hanging his/her own work. SDAG will supply small nails and hangers to help minimize damage to walls (SDAG must repair blemishes when we vacate).

- What's the timeline? We must "Make hay while the sun shines." We intended to have works hanging in time for a soft opening by June 1 and a formal opening on June 5 (Friday) or 6 (Saturday). That's a pretty quick turn-around, especially to work on PR for the grand opening. Also, Bruce and Deborah are having their Featured Artist Reception on the 12th, and the post cards have already been ordered. It might be best to plan the OT2 Grand Opening for the weekend after the Featured Artist Reception. Since St Tropez's patio is much more crowded in the daytime, let's consider a daytime reception – perhaps 3-5.

A tentative timeline might look like this:

- May 19, announce the opportunity to members and potential members via email and personal

communication (to make sure highly viable sellers are aware of the opportunity); disseminate media releases

- May 26-June 1, jury process (this could perhaps be done in one day)

- June 5 afternoon/evening – June 6 noon, hang all 2-D works and situate all 3-D works

- June 7, 10 a.m. – 5 p.m., OT2 is staffed and open to the public

- June 12, 10 a.m. – 5 p.m. alert drop-in visitors at OT2 to the Featured Artists Reception at the OTG; 5 p.m. – 8:00 p.m. notify FAR attendees (verbally and with flyers) that the OT2 Gallery is open for business and that the OT2 Grand Opening will be happening Saturday, June 20, from 3-5 at the Lumber Yard.

- July 5, 5 p.m. – 7 p.m., and July 6, 9 a.m. – 11 a.m., wall renters rotate their art

- July 11 (Saturday), 3 – 5 p.m., reception at OT 2 (this would be the day after our July 10 FAR reception, and again, we can advertise the next day's Lumber Yard reception during the one at the OTG)

- Aug. 2, 5-7 and Aug. 3, 9-11 rotate art; contact G-E about the possibility of extending our contract through December, 2009, assuming SDAG board agrees that's a good idea.

- Aug. 8 (Sat.), 3-5, reception at OT2

- August 30, 5-7 and Aug. 31, 9-5, Remove art from OT2 and conduct necessary cleaning and repairs for next tenant (unless agreement has been extended).

Administration and Management

- Terry will act as the administrative manager, and Bruce will assist her on operations.

- Ideally, we'd have an amount budgeted to get this project going

(advertising, possibly catering, money to buy furniture, etc.). This probably wouldn't be more than \$1000 in one-time costs much of which would benefit the OTG after OT2 is no longer operational.

- President or VP should sign agreement with G-E (G-E will draft a contract; Terry, Grace and Bruce will review the contract and suggest changes with input from one or two other interested/pertinent board members.

- Terry suggests we give the G-E representative a gift certificate (\$300?) to the OTG and/or OT2 gallery in appreciation for his help in getting this Off Track satellite on track.

Kudos to Terry, for thinking outside the box (or mother gallery) and thanks to all of the rest of us for the vision and energy we will together put into this major enhancement of the Encinitas art scene.

Worries/Concerns

- 1.
- 2.
- 3.
- 4.

Suggested mitigations for above worries/concerns

- 1.
- 2.
- 3.
- 4.