

The comments in bold following the question and results are a summary of the responses and comments received.

I have been a SDAG member for:		
	Number of Response(s)	Response Ratio
Less than One Year	18	25.0%
One to Five Years	32	44.4%
Five to Ten Years	6	8.3%
More than Ten Years	14	19.4%
Total	72	100%

Responses to this question indicate that the vast majority (69.4%) of SDAG members have been in the organization less than 5 years. There is a drop-off in membership retention in the 5-10 year timeframe. This may be because: there has been a lot of growth in membership in that same timeframe and, members drop out of the Guild because they can no longer participate (moving out of the area, no longer able, change in job, etc.). If members stay 10 years, they are likely to stay even longer.

2. I work on my art:		
	Number of Response(s)	Response Ratio
Daily	21	29.1%
Several Times a Week	34	47.2%
Several Times a Month	12	16.6%
Several Times a Year	4	5.5%
Less than Once a Year	1	1.3%
Total	72	100%
76.3% of SDAG members work on their art at least several times each week		

3. I joined SDAG to:		
	Number of Response(s)	Response Ratio
Promote and display my artwork	44	61.1%
Be around and network with other artists	32	44.4%
Promote art in the community	14	19.4%
Help new and developing artists	3	4.1%
All of the above	25	34.7%
None of the above (please comment below)	0	0.0%
Total	72	100%
9 Comment(s)		

Based on the above responses and the comments received, promoting, displaying and selling art is the primary reason that artists are members of SDAG. Members also like the opportunities the Guild provides to network with other artists.

please add: promote,display and SELL my artwork	While I enjoy the benefit of networking and commradship with fellow artists AND believe in mentoring young artists and educating the community --- without the ability to show AND sell my work I would not join.
I joined mostly to be in art shows then found I really enjoyed the other artists and painting outside with environmental painters	I have met a great bunch of people but can't participate as much as I would like due to time and distance.
I was one of the original members, about 1966??? We met at Sue Beere's house to organize it. We had people to give classes (a protrait class was one of them, and one taught by Gary Jenkins on flower painting among others) and enjoyed working together.	I spent several months looking at several san diego area art co-op's and guilds and sdag was the one that impressed me the most.
I don't know how much I help new and developing artists.I am always learning!!	I really enjoy all of the members....one of the best groups I belong to.

4. I feel connected to SDAG because:					
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Lots of my friends are also members	9 14%	12 19%	23 36%	15 23%	5 8%
There are a lot of opportunities for me to participate	3 5%	2 3%	10 15%	34 52%	16 25%
My contributions are appreciated and recognized	3 5%	3 5%	22 33%	26 39%	12 18%
Other (please describe below)	0 0%	0 0%	4 33%	2 17%	6 50%

17 Comment(s)

69% are neutral to strongly disagree about having a lot of friends in the Guild
77% feel that there are lots of way to participate in the Guild

57% feel that their contributions are appreciated while 43% are neutral to strongly disagree on this; this is a fairly even split in opinion

I like to stay posted on Art in Encinitas.	
Too new to evaluate what I think.	
I was an active member at one time, and enjoyed it VERY much. My life requires that I give my time helping with my husband's business, so I've done less and less art work as the years have gone by. I'm older than anyone else at the art guild, (87) so my friends are no longer around either. I feel happy when I'm in Gallery 1. It has a special comfortable atmosphere. I feel accepted and I feel that my work looks good here.	<p>I didn't know any members before I joined. But as soon as I showed interest I was treated as family. No even a member for two months and was asked by Dave O. to be gallery coordinator proves to me that I am accepted as a valued member.</p> <p>I'm a brand new member and a new artist - hoping for opportunities to grow and experience the artistic community in our area.</p> <p>I am constantly learning more about art, techniques, artists, showing, and "surviving as an</p>
I feel gratitude for how they jump start people to go to next level and get serious about their art. rather than pretty picture gallery, are vibrant and encourage people.	<p>I work full time so have not been able to be as involved as I would like to. when I retire in 3 years, I plan to really get involved and get on committees, etc. I love the Gallery.</p> <p>I don't really feel connected to SDAG, not sure why</p>
Best opportunity to find out upcoming shows and other activities within the local art community	<p>The Guild is a wonderfully embracing community for artists. There are many opportunities to be involved, and be amongst so many amazingly talented, yet humble people.</p>

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5. I am active in SDAG by:

	Number of Response(s)	Response Ratio
Serving on a committee	16	22.2%
Volunteering to help at events	30	41.6%
Displaying my art as a renter or in the monthly show	45	62.5%
Staffing the gallery	31	43.0%
I don't participate	12	16.6%
Total	72	100%
19 Comment(s)		

The responses to this question indicate that there is good member participation in the Guild and reiterates that the main reason many of us are members is to display and sell art. A majority of members, 62.5%, display art (which also means they are selling art). Another significant percentage, 43.0%, staff the gallery which would indicate that these respondents are wall, floor or studio renters.

Have served on the board in the past for 5 years and I volunteer to help when I have time

I hope my yearly dues help a little bit.

I work at take in.

As a monthly show participant opened and closed the gallery. Also helped hang the art works in the monthly show.

Providing an ongoing computer job

I would like to participate a little more perhaps at a monthly show or wherever my talents can be utilized.

I would like to see more of the nonparticipating members step up to the plate and do their share.

There are many things to be done.

because I don't feel connected - I am sure it is my fault, but also I feel like a lot of the artwork quality is kind of low and amateurish, as well as very crowded

I haven't been displaying my art at the gallery lately but I do odd jobs such as scanning historical archives and photo preps.

I am not currently participating. For about a year I rented wall space. For several years I entered the monthly show and staffed the gallery.

I participate in the monthly show when I can but up until now the take in hours were unworkable so I am hoping to be more involved again in the new year.

Haven't been a member that long and have been out of town a lot.

I seem to get active on and off around my teaching schedule. I have not been able to sit time so I have not been very active.

I serve on the board. I began when Moses was just retiring!

I have taken most of this year off because of family reasons.

I rented for several months but decided it was too much for me right now. Have never entered shows but plan to in the future.

I used to display my art in monthly show, but didn't like sitting and didn't feel my art fit with the rest.

6. Thinking of Off Track Gallery One, at the corner of 2nd and D Streets, please rate the following:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.					
	Very Poor	Poor	Neutral	Good	Very Good
Location of gallery	1 1%	13 19%	21 30%	26 38%	8 12%
Appearance of gallery	1 1%	16 24%	17 25%	23 34%	11 16%
Appearance of displayed art	2 3%	10 14%	24 35%	26 38%	7 10%
Gallery facilities and equipment	2 3%	11 16%	30 43%	26 38%	0 0%
Staffers are friendly, welcoming and helpful	1 1%	3 4%	13 19%	26 38%	26 38%

The results for all the components of the above question related to gallery location and appearance are evenly split between good/very good and neutral/poor and very poor. This indicates that there is not a clear consensus on the gallery itself. Staffers are generally viewed favorably.

7. Please rate the importance of the following SDAG purposes:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.					
	Not Important at All	Low Importance	Neutral	Important	Very Important
Promoting art in the community	2 3%	1 1%	4 6%	38 54%	25 36%
Supporting artists in their efforts to exhibit and sell their work	0 0%	0 0%	3 4%	18 26%	49 70%
Helping new and developing adult artists	0 0%	3 4%	14 20%	31 44%	22 31%
Promote children's interest and involvement in art	3 4%	6 9%	21 30%	24 35%	15 22%
Other (please describe below)	0 0%	0 0%	4 36%	2 18%	5 45%

9 Comment(s)
90% of SDAG members rate promoting art in the community of key importance. Of even greater importance, 96%, is supporting artists' efforts to exhibit and sell their work. Here again, respondents restated that exhibiting and selling art is the primary reason for being in the Guild. 57% of respondents view promoting children's interest in art as important or very important. The comments provided in support of an "Other" response range from increasing display opportunities to improving on the quality and professionalism of the art displayed to supporting art in general. (There is no way to tell which of the "Other" comments were ranked as neutral, important or very important.)

Keeping a clean shop appearance.
 Sharing with each other, the joys and frustrations of being an artist in these times.

 Sharing what works & what doesn't in the media that we use.
 Building friendships with other artists. I find I really enjoy creative people.

 Promoting art in the community and supporting artist should come at the expense of quality and professionalism
 Showing people how to display and come across as professionals and not hobbyists. This is a art organization, not a bunko group.

 I think quality and diversity are very important.

Support art in general

 Offering inspiration to grow as an artist, network with others and be encouraged

 HAVEN'T BEEN A MEMBER LONG ENOUGH TO RATE ALOT OF THESE QUESTIONS.

 Getting more venues displaying art.

8. Please rate the importance of the following SDAG benefits:

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.

	Very Low	Low	Neutral	High	Very High
Wall and floor space rental	2 3%	4 6%	9 13%	26 38%	27 40%
Monthly shows	0 0%	5 7%	9 13%	27 39%	28 41%
Annual Small Image Show	0 0%	8 12%	15 22%	26 38%	20 29%
Mother's Day Weekend Artists' Studio and Garden Tour	0 0%	3 4%	11 16%	23 34%	31 46%
Bi-Monthly Featured Artists' Receptions	0 0%	6 9%	14 21%	33 49%	15 22%
Offsite shows	0 0%	6 9%	18 26%	28 41%	17 25%
Environmental Painters' Group	6 9%	6 9%	24 35%	17 25%	16 23%
Quarterly Art Demonstrations	2 3%	4 6%	15 22%	26 38%	22 32%
Networking and socializing with other artists	1 1%	2 3%	11 16%	34 50%	20 29%

Members rated gallery rental and monthly shows as having importance (80%). Other exhibiting and sales opportunities, the Annual Small Image Show and bi-monthly featured artists' receptions were viewed by 67% and 71% of members as important. The Mother's Day Studio and Garden Tour was ranked as important by 80% of respondents. Importance of environmental painters and quarterly art demonstrations were rated 48% and 70% respectively. Importance of networking and socializing was ranked at (79%). 66% of respondents indicated that Offsite shows were important. High rankings of gallery rental opportunities and monthly shows reinforces the importance of art sales as a Guild activity. Overall, the high and very high ratings given to all the benefits listed indicate that SDAG members consider all the Guild activities and events to have value and that the Guild is effectively addressing the needs and wants of its members.

9. Please rate your satisfaction with the following:

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Jurying process for wall and floor rental spaces	1 1%	10 15%	23 34%	26 39%	7 10%
Judging for monthly shows	1 1%	5 7%	20 30%	32 48%	9 13%
The overall quality of the art displayed in the Off Track Gallery	1 1%	7 10%	21 31%	23 34%	15 22%

11 Comment(s)

The responses to this question indicate that SDAG members would like to see the jurying and judging processes in the gallery reviewed and perhaps enhanced. This is expressed strongly in the 11 comments that respondents provided.

I feel like the process of jurying in new wall/floor renters is done just to get people to join and pay money. I feel like we take everyone, regardless of the quality of their work.

person looks in the gallery it looks like a jewelry and craft shop but then I joined when there were no floor renters or photography

I have found that what draws visitors into our gallery and contributes to them staying awhile to browse and look at everything, is the diversity of media, styles, and types of work displayed.

Maybe offer "critiques" and suggestions for changing art.

I have never participated in a show yet so I have no opinion. Some of the art in the shows I seen range from very amateur to good. I hesitate to show for that reason. I think it is good for the begginer to show their works but it brings down the quality of a show. You have very limited show space. A suggestion would be to have a masters show, where you need to be juried in, maybe even invitation only. . And a amateur show.

To me much of the quaility is obviously amateurish to midquality level.

We need to have a better jurying in for wall rentals as we did at the Pannikin.

Some might be juried in but the quality of painting and poor matts and framing diminishes the overall affect. While I find an appreciation for all of our artists, some of the work clashes with it's neighbors in displays.

There is inadequate facilities and equipment to show properly anything other than wall art. Overall, this affects monthly show entries and art displayed in the gallery

10. Please rate the following SDAG member communications methods:

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.

	Not useful	Somewhat useful	Neutral	Useful	Very useful
Paint Rag (monthly SDAG newsletter)	0 0%	4 6%	2 3%	16 23%	47 68%
Off Track website	1 1%	3 4%	12 18%	30 44%	22 32%
Email blasts	2 3%	3 4%	6 9%	28 41%	30 43%
Facebook	17 27%	10 16%	28 45%	5 8%	2 3%
Word of mouth	10 15%	4 6%	17 26%	22 33%	13 20%
Telephone	7 10%	9 13%	20 30%	22 33%	9 13%

SDAG members are pleased with the electronic communication methods being used. Telephone also ranks highly for communications. Facebook has not yet been embraced by SDAG members.

11. Would you participate in the following activities if they were offered in the future?

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.

	Definitely Not	No	Maybe	Yes	Definitely
Teaching art classes at the gallery	3 4%	28 41%	13 19%	10 15%	14 21%
Taking art classes at the gallery	2 3%	13 19%	25 36%	17 24%	13 19%
Formal Artwork Critiques	1 1%	14 21%	16 24%	21 31%	16 24%

Responses to this question reinforce the responses to question 9. Members are interested in learning more by taking classes at the gallery (43%) and having their work critiqued (55%).

12. The North County community knows about SDAG and the Off Track Gallery.

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
	4 6%	5 7%	17 25%	34 50%	8 12%

15 Comment(s)

62% of SDAG members think that the community is aware of the Guild and Gallery.

I think people in Encinitas have heard/been to the gallery but not so much in Solana and Del Mar

If they read the paper. Need to be interested in art. Having a need for art work.
when I tell people that my work is at the Offtrack Gallery I, many have told me that they have been to the gallery before or have heard of it.
Coastal news is not supportive.

We have a reputation for being a less than mediocre gallery (art wise) without the understanding that that's our mission statement.

I find that most of the people I've met coming into the galleries don't know what we are about, but may have heard about us.

We are well-known because we have had excellent PR committees with outstanding committee leaders.

I think tourists may know more about it than the rest of the community -- certainly those who live east of Hwy 5.
We survive mostly on the tourists in the summer months and they do not

A lot of people have never heard of us or have no idea where the galleries are located! I guess they don't read or do anything except market, shop and dine. Or they just aren't interested in art and artists. It's their misfortune. Well, the jewelry and small arts objects do appeal to shoppers and that helps a lot.

The Gallery doesn't have a lot of exposure in the press and other media.

13. How would you like to see SDAG improve?

44 Response(s)

Comments to this question addressed appearance of the gallery itself and the manner in which art is displayed in the gallery. The comments were consistent with members' desire to enhance display opportunities and to improve art sales. Comments also fortified previous responses about enhancing the jurying and judging processes; including diversifying the kinds of art exhibited.

The 2nd and D spot is good, people are finally aware of our permanent location. But I think we should improve the quality of the art that we bring, limit the number of wall renters and number of floor renters / cards, etc so it doesn't look so over crowded and cluttered. Painting the gallery and cleaning the carpet would highly improve our look.

Increase community outreach, volunteer in the community, have members teach classes

It would be nice to have more space for wall art (yes I know I'm dreaming) so it's not so crowded--I would like to see the fine art (paintings) dominate and not the crafts, jewelry and photography

change location of floor art, or display so not so busy and cluttered.

I like the quaint feel to OT1 but the cluttered, unprofessional

display's are not the best way to view art.

THE GALLERY IS MUCH TOO CROWDED. IT IS VERY HARD TO EVALUATE THE ART THAT IS DISPLAYED

I would like to see us be able to afford to make a few upgrades at the gallery in the back room and do something about the carpet (dirty & ugly.)

I would like for us to have full and lucrative monthly shows which get people motivated to enter.

The attitude of some of the people in charge of the gallery is wonderful...but the attitude of some is condescending and outright rude.

Perhaps get a better location with parking or more walk-by traffic if it can be done economically.

Higher quality art - even if it means less displayed. Actually less displayed would be better as it is way over crowded. Raised level of professionalism in the work and the presentation. SDAG gives me the feeling of a club of hobbyists, and that is fine if that is what everybody wants. I kind of don't want that.

I like the idea of art classes being taught I am assuming this would be to bring in revenue?

I think classes for children (small classes) would be a thought to get the community involved. Maybe during summer. Along with adult.

Also when sitters are at the gallery maybe a demo?

Get hooked up with ASID decorators and have them come and have appointments for hand selected people who are the most professional, to see their work and work with them.

BETTER LOCATION. MORE SPACE.

PERHAPS A REGULAR STAFF SKILLED IN PROMOTION AND SALES. A more professional staff who is trained to cater to the customer and SELL. This would mean training.

I think I would like to see a little more information for new members as far as gallery sitting, fees for wall rent, some sort of informational email or communication. When artists come in to check on their work or arrange displays they need to introduce themselves to the sitter, often times I don't know the artists when they come in.

The appearance of the gallery, looking in the windows from the outside needs improvement. It looks more like a thrift store than a fine art gallery. I think that a larger space and more visibility would help. See if we could have discounted classes at local art schools in exchange for Student art show at the gallery. Have members of the guild write articles on the arts, the arts community and the role of the artist in the community for local news papers and magazines.

OT (needs new floor, better lighting, better signage. Also, its hard for newer members to know what is going on because alot is assumed by older members, ie. information on events is vague. Sometimes the information wasn't complete as far as what is required and when to do events.

Wall rental space, especially that which is readily and easily visible to visitors should rotate in some way so that newer members have an opportunity to be seen.

The window display should, in my opinion, be filled with artwork that is eye catching....something to draw interest.

Quality of some of the art?

The art in our galleries needs some "updating or edge". We need to expand our repertoire. The quality of work varies considerably with some work very amateurish. Some members seem to have or take a lot more clout than other members. The artists who display do not have the same amount of space. I am thankful for the opportunities afforded me.

More non-traditional art. More accommodation of non-traditional (not pictures in a frame) art. Better organization and use of wall space (stuff is just too close and not laid out well).

1) Eventually move to a bigger gallery space that is affordable.

2) Have a committee to jury in new members' work

More sales

More social gatherings among members as well as perhaps monthly critique meetings and discussions as in writers' or book clubs

UNPROFESSIONAL

I DISLIKE THE HANGING METHOD. THERE IS WALLPAPER THAT YOU CAN PURCHASE THAT DOES NOT SHOW HOLES IN THE WALL. THE HANGING SYSTEM IS VERY

Higher gallery walls with hardwood floors...paid sales staff...

higher wall dues and higher yearly dues to enable us to

get into nicer facility.

Need better displays for 3D art. The glass towers are not adequate for anything other than jewelry and objects that weigh about 5 pounds or less. Dimensions are restricting too. How about some pedestals and wall mounted shelves?

Staffer sales training

Improved phone etiquette, communication

Mandatory greetings, professional mannerism

Oversall awareness of upcoming events and promoting to customers

I do not have a computer of my own and I need help (willing to pay a reasonable fee) with digital photograpy of my artwork in order to submit it properly to art competitions, etc. Perhaps this could be offered as a workshop once every 2-3 months? I.e at Quail Gardens room?

Keep expanding opportunities to sell our work.

Improve gallery space so the walls are not so crowded with paintings. Have an a more uniform way of displaying artwork. Clean up the wall space and floor space more frequently so gallery always looks clean and in better shape. Have some kind of theme to the different shows.

New gallery site, on the main drag.

The quality of work should reflect somewhat of a professional level of ability. Framing and hanging guidelines should be enforced/encouraged to promote sales.

Paint the gallery so it looks better.

More PR about the gallery in the local papers.

Art classes for children.

GALLERY'S NEED TO BE COMBINED SO THAT THERE IS NOT SO MUCH SITTING.

THE LUMBERYARD PRESENT LOCATION IS THE BEST CHOICE. (OR COMPARABLE LOCATION)

Less clutter in the galleries. More selective shows to upgrade works on display.

I think sdag is doing the best it can do where it is at...and it seems everyone is looking to help it improve. It'd be great to get a permanent home that is in a desirable location.

I'd like to see a more consistent jurying process with a variety of qualified jurors (e.g. must have won awards in juried shows). I'd like to see jurying criteria spelled out.

Board members should get a commensurate reduction in sitting requirement.

Monthly demos in medium other than watercolor. I think there's been a lot of work and effort by a few very dedicated people, but it's regarded as traditional, mostly watercolor, local scenes/landscape art which is great if that's the market you're after. I'm not.

I would very much like to see an improvement in the level of professionalism of those who sit at the gallery. Greeting everyone who comes in, keeping the areas clean and presentable to the public, and maintaining a consistent sense of security.

more centrally located. I don't suppose we could be over on El Camino. Just for the sake of traffic. But I really like Old Encinitas much the best personally. Maybe we could have one small window someplace else displaying different pieces frequently and advertising "See more local artists' work at Offtrack I and II", etc.

14. Please provide any additional comments you have.

28 Response(s)

The comments provided in response to this query were very wide ranging; from food served at receptions to Facebook to encouraging more social events. Again, there were comments related to the appearance and location of the Gallery and jurying process. Generally, comments were very positive and appreciative of the work put in by volunteers and Directors.

This is a wonderful gallery and exceeds so many other galleries. I am proud to be a member.

The last Mother's Day Weekend Studio and Garden Tour was great!! Best I've seen. Please continue to showcase this program. People from Encinitas and many other locations are still talking about how good the last one was. I was proud of it and think it's the best thing the organization has done.

Let's keep the Christmas part going where we can have fun together and I think the receptions are fun--I wish we had an outside artmart like COAL does where we could show where there are lots and lots of tourists who want to buy art!!!

Our gallery is not neat enough. Staffers do not follow the cleaning rules. The floors at OFT2 need to be kept cleaner. And the table/desk neater.

Of all the artists, how many are famous? Does fame increase purchases? Would a Picasso on display bring in more folks that might buy some art?

I would like to see some policy set down by the board regarding food at receptions. We could get into a lot of trouble if someone got sick from something that came from a home. Also we need

I think SDAG has a group of very good artists who work hard to keep the gallery going.

I dream big, for over twenty years I have had the idea of a large space that was dedicated to the arts. A combination of gallery, studios, class rooms and maybe coffee house/cafe.

THE ART GALLERY IS TOO CROWDED, TOO MUCH TO SEE BECOMES TOO CONFUSING TO GUEST.

You are a fantastic team of volunteers and very innovative with ideas for marketing and communication.

I live too far away to participate on a regular basis. I have volunteered to make flyers etc., but it is an hour drive from my house, so can't really sit at the gallery.

Promote art in more venues around town: several communities are asking

I haven't had a chance to go on Facebook yet however I am sure it is a good resource for getting information out to all of us artists!

Grace Swanson has been a jewel in always pushing forward SDAG to thrive and current board is dynamic and wanting to bring to next level. Go for it.

As a full time arts & crafts person, I work almost every day, hours that most wouldn't believe. I only wish I had time to devote to the gallery and free time is needed for me or I'd go crazy!

I love the camaraderie and encouragement from fellow members. we need more of it. We help one another survive and thrive.

OVERALL I THINK YOU'RE DOING A GREAT JOB WITH THE GALLERY. PUBLICITY IS GOOD AND LOTS OF FUN THINGS TO PARTICIPATE IN IF YOU CARE TO JOIN.

The OFT2 location is not very inviting. Great foot traffic for surfers, but not so hot for local tourists. Any chance of getting more square footage so we can accommodate all the guild

Thanks for asking.

I would like all members and especially those who rent space and sit in the two galleries to remember that one person's work and space can reflect on the entire gallery and SDAG; so therefore everyone should take the small amount of effort it requires to responsibly look after EVERYBODY'S work after a customer/client has looked through it.

It would be very helpful to know what is selling and to whom. While I don't make art for an outside audience, it doesn't hurt to know what people like to look at. It is wonderful to see that the members are finally being given a chance to offer feedback.

Until now it's been a very cliquish group from what we newer members have seen.

I want to compliment the current leadership in its dedication and energy towards improving and growing our guild.

I would like to sell some of my printed items ie notecards and t-shirts with my painting on them via internet sales, but through the gallery who would post them out. I would be willing to pay extra for this help to the gallery. All of my experiences and interactions with the Guild have been positive. I appreciate the systems that are in place when I am staffing, and the warmth and availability of other members, and the beauty that surrounds.



B.J. SIMON



DAVE OMBRELLO



PATRICIA
WATKINS



JOAN GRINE

SECOND FRIDAY OF NOVEMBER
ON SECOND STREET
NOV 13 . 2009 . 5 - 8 PM

*Please join us for a reception
for our featured artists:*

B.J. Simon • Dave Ombrello
Patricia Watkins • Joan Grine

Friday, **November 13** from **5-8pm**

Off Track Gallery

2nd & D • Downtown Encinitas

Wine & hors d'oeuvres

Young Artist's Area • Live Demo

760.942.3636

www.OffTrackGallery.com

BRING IN THIS CARD FOR 10% OFF
YOUR ENTIRE PURCHASE **DURING**
ABOVE RECEPTION HOURS

*Be sure to visit our other location in the
Lumberyard Shopping Center, Suite C-103.
Together, the galleries showcase the work
of over 200 talented local artists.*

San Dieguito Art Guild
500 Second Street
Encinitas, CA 92024

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San Dieguito Art Guild's 15th Annual Small Image Show Calling all Artists!

San Dieguito Art Guild



The San Dieguito Art Guild has been a non-profit organization since 1965. The Guild has two Off Track Galleries. Gallery One is located at 500 Second Street, Encinitas. Gallery Two is located in the Lumberyard behind St Tropez Bistro. Both galleries display the artwork of many talented local artists. For more information call 760-942-3636 or visit our website www.offtrackgallery.com

Description of Show Categories

Oil and Acrylic on canvas, Masonite, or wood
Photography Black & white, color, Digital Prints(unmanipulated), and Polaroid Transfer
Mixed Media

Dear Southern Californian Artist:

The 15th annual Small Image Show will be held at the Off Track Gallery December 2nd 2009 through January 4th 2010. Every piece of art will be a 12" square or smaller...perfect for holiday gifts. Bring your small image masterpieces Monday November 30th from 5-8 PM or Tuesday December 1st 9:30-noon. Artwork must be hand delivered to the gallery at 500 Second Street Encinitas, CA 92024. All artwork must be for sale and the commission for work sold is only 10%. Helen Shafer Garcia will be the judge, a renowned a North San Diego County artist, illustrator, and instructor. Go to helenshafergarcia.com for more information about the judge for this show. Go to www.offtrackgallery.com for a prospectus. The entry fee for Members is \$10 one entry \$15 for two, \$20 for three. For non-members add \$5 to each quantity.

Sincerely,
Dave Ombrello and Ricki Ungar
Small Image Show Co-Chair

15th Annual Small Image Art Show
At the Offtrack Gallery, 500 Second Street Encinitas, CA 92024,
Presented by the San Dieguito Art Guild.



Remember:

Bring in Work:

**to the Gallery on November 30th
Monday from 5-8PM or December 1st,
Tuesday 9:30 to Noon!**

Pick up Work:

**January 4th 5-8pm or
Tuesday, January 5th 9:30 to noon.
Off Track Gallery**

Two or more medias together, such as pastel and water color.

Other Media

☐

Pastel. Oil pastel or regular pastels

☐

Drawings. Conte, graphite, charcoal, pen & ink, marker, watercolor pencils or crayons, colored pencil.

☐

Sculpture. Ceramic, glass, metal, wood, plastic, paper-mache, or any other 3-D piece.

☐

Water Color Paintings

Printmaking. Must be original and not series of prints. Linoleum block, wood block, collograph, etching, or monoprints.

☐

Copper Enameling.
No jewelry unless in enclosed frame on wall.

☐

Digital Art
Art that is created on the computer

☐

Digitally-Manipulated Photography One or more photographs which have been manipulated with the use of the computer.

For details go to the website:

www.offtrackgallery.com

—

—

Quick Links...

www.offtrackgallery.com

Go to Events to print a prospectus!

Join Our Mailing List!

500 Second Street
Encinitas, California 92024

Due to storage restrictions, work left after the 5th of January may be sold and proceeds donated to SDAG.

Over \$1000 in cash Awards

Did we say in The Small Image Show your artwork must be



One Foot
or Smaller?

Enter your best 12" square painting or smaller! Put your best one foot forward for the 15th Annual Small Image Show presented by San Dieguito Art Guild.



OFF TRACK GALLERY
San Dieguito Art Guild, Est. 1965

San Dieguito Art Guild is a non-profit 501(c)(4) art association serving the public since 1967. It is located at 500 Second Street, Encinitas. The gallery displays the artwork of many talented local artists. For more information call 760-942-3636 or visit our website www.offtrackgallery.com



Congratulations San Dieguito Art Guild NOVEMBER WINNERS: Shown in the picture above, from left-to-right, First Place Winner, Judy Briggs with her mixed media painting titled, "Coastal Mist" and First Place Winner, Linda Phillips with her oil painting, titled: "My Blue Hat." Other First Place winners are Harriet Shoup for a watercolor titled, "Catnap" and Cheryl Ehlers for an acrylic titled, "Smokin' Ivories." Cheryl Ehlers also won BEST IN SHOW for her painting titled, "Countryside." The San Dieguito Art Guild (SDAG) is a non-profit 501(c)(4) art association serving the public since 1965. The SDAG guild operates two galleries, open daily. Off Track Gallery One is located at 500 Second Street, Encinitas, CA 92024 and the Off Track Gallery Two is located at the Lumberyard in Encinitas. Go to www.OffTrackGallery.com or call 760-942-3636 for more information.

—Photograph by Pamela Taylor Waldman SDAG member

Gallery Committee Meeting
Nov 11, 2009

Present for the meeting were Ricki, Judianne, Ella and Dave. The following items summarize the results of the meeting:

1. Initially the Gallery Committee (GC) will meet once a month on the second Tuesday of the month at 1pm. The next three meetings will be December 8, January 12, and February 9. The December meeting will be at St Tropez in the Lumberyard.
2. After a brief discussion about whether the jury committee and the GC should be the same we agreed that the jurying will occur at the beginning of the GC meeting if necessary. All of the members of the committee will jury in new renters.
3. The objective of the GC meeting will be to help to streamline the Board meeting by discussing the pros and cons of agenda items and making recommendations to the Board of any subjects as related to the gallery.
4. The Monthly Show room rework will include removing the unused door in the small monthly show room and patching the wall. In the large monthly show room the work will close in the opening between the space where the art is displayed and the computer area. When complete there will be a passage opening in the wall that lines up with the back door and the rest of the wall will blend in with the room. The work will be performed as follows:
 - a. On Tuesday November 17 Rita, Mo and Dave will deliver the materials necessary around closing time of the gallery.
 - b. On Wednesday morning Mo and Dave will frame the wall and hang the drywall.
 - c. Around noon Patricia will "mud" the walls. This process will take two days because of the time necessary for the compound to dry and the number of coats necessary. When the last coat of compound is on Dave will install the trim.
 - d. On Friday if the wall is ready Kathy will prime the walls and apply one coat of color paint.
 - e. If necessary another coat of color paint will be applied on Saturday.
5. Dave took some time to update the committee on his meeting with the landlord. Essentially, Keith the landlord has agreed to perform many upgrades to the gallery if we sign a two year lease. Keith explained that he like us as tenants and does not want us to leave whether or not we sign a lease. The upgrades include removal of the carpeting, prepping and sealing the concrete, removal and texturing of the popcorn ceiling, patching and painting the walls, removal of the baseboards and extending the walls down to the floor without the use of baseboards, and removal of any unused wiring. Keith said this work would take two weeks and we would need a couple days to clear out the gallery and four or five days to get the gallery back together after the work is complete. This means the gallery will be closed for three weeks which will occur after the end of the Small Image Show in January, which is typically a slow month and the best time to close. If this work were to occur the entire gallery would need to be cleared out, Keith

said he would help us to find a place to store our fixtures during the construction.

6. It was agreed to remove the print bins from the monthly show room. Dave will ask Judy Salinsky's mother Maria if she will allow us to store the bin in her garage until we decide what to do with it. Ella and Dave will temporarily lend the gallery one print rack each which will be placed in the front lobby. If they work and look good we will procure replacements.
7. Outdoor light in the gallery was discussed. It was generally agreed upon that the installation of "solar tubes" in the gallery would improve the appearance of the wall art by providing brighter natural light. Dave will continue to pursue this idea with the landlord and check to see if we might qualify for a rebate from the utility company for installation of solar tubes..
8. There is a short stub wall protruding down from the ceiling in the large monthly show room which appears to be left over from a wall removal. Dave will check with the landlord to see if this can be removed.
9. The two fluorescent lights in the large monthly show room will be removed at the time of the gallery upgrade.
10. A very lengthy discussion of the problems caused by the different ways that the two galleries were operated and its impact on the guild occurred. In general we all agreed that this was unhealthy and we should try to get both of the galleries operating under the same rules and under the same chairpersons. Dave will add an agenda item to the Board meeting to address this situation which states that for efficiency and consistency both galleries should operate under one wall chairperson, one floor chairperson and one gallery manager.
11. Dave will investigate the addition of signs places along Second Street and D Street similar to what the Christian Science Reading Room and Mother Lode Bookkeeping have to increase visibility from both directions along the streets..
12. In a tour of the gallery the following items were resolved:
 - a. The art frames to be installed in the gallery windows will be reduced in size from 30x40 to 24x30. This will allow them to be placed directly behind the "grid" in the windows. Four frames will be fabricated, two for each window in the lobby which will be located in the upper outer grid in each window. We discussed whether we should hang the BOS from the monthly show on the frames and finally agreed that we would keep one BOS for the current month only (will not have the BOS from the previous month on display anymore) and it would remain in the position that it was hung during the MS hanging. It would have a ribbon placed next to it. The use of the new frames will be resolved at a later date.
 - b. The space on the wall in the hallway where the BOS and small print rack currently reside will be used for the Soravias. Danny will be given this space at no charge and he will not have to

staff the gallery for the space. That will free up his wall space for another renter.

- c. The Staffing desk will be expanded and reworked. A new desk will be investigated by Dave who will find a cabinet carpenter to give us a quote. On the front of the desk facing the lobby will be card displays. There will be a row of drawers on each side of the desk. The desk will be made to look like the white formica of the other displays in the lobby area.
- d. We will remove the small table in the hallway and use this area for card and /or print racks attached to the wall. The guest log will be relocated to the front desk and the artist bio book will be relocated to the front desk area where it will be placed on a shelf facing the hallway in the opening between the desk and the hall.
- e. For consistency the cubes will be removed and replaced by towers which match the existing. There will be five towers in front of the window along Second Street and six towers in front of the window along D Street. We will try to display the art so we look like a gallery and not like a jewelry store.
- f. The tower in the staffer's room will be relocated along the windows and this space will be used for a card rack. Additional card racks will be constructed on the hallway side below the opening between the staffer's desk and the hallway.
- g. Dave will try to find a way to display small prints on the door to the storage closet.
- h. Dave will see if the landlord will remove the small elevated window between the staffing room and AJ's studio. We would like the wall patched.

13. The meeting was adjourned. FINALLY!

Gallery Committee Meeting
November 19, 2010

Attending the meeting were Ricki, Judianne, Rita, Ella and Dave

The purpose of the meeting was to develop a recommendation for presentation to the Board of Directors which would provide consistency, transparency and uniformity between the two galleries. The committee understands that with the end of the holiday season there may be a reduction in wall and floor renters in the Lumberyard location as artists anticipate fewer sales and think the gallery may be closing in January. We have spent considerable time and effort to address the issues that have existed since the creation of our second gallery and believe that with standardized policies these issues can be eliminated now and in the future. We believe it is necessary to be consistent, transparent and uniform between the galleries. Some issues that we addressed were:

1. Different rental rate structures.
2. Different staffing requirements.
3. Perception of one gallery being better than the other.
4. Inconsistency between the visibilities of rental spaces within gallery 2.
5. High artist turnover.
6. Quality control.

After extensive discussion and evaluation the committee recommends implementing the following policies effective January 1, 2010 (unless gallery 1 is closed for renovations, then effective February 1, 2010):

1. Artists will make a deposit equal to one month's rent for the space rented. This includes wall, floor and studio renters. Each artist will be required to give a 30 day written notice of intent to vacate their space. All rents will be paid at the time of rotation for the entire two month rotation period. Each chairperson will be responsible for maintaining the deposit records and notifying the treasurer of deposits both when the artist begins and terminates their rental. Deposits will be returned when the artist satisfies all of the rent payments and staffing obligations.
2. Gallery space will be rented at the same rates as recommended by the GC and approved by the board of directors. There will be no special deals for artists who receive more rental space for less rent.
3. Artists will be required to staff the same amount for the same rental space between both galleries. All artists will comply with the staffing rules as

set down by the gallery committee and approved by the board of directors.

4. Artists will be juried in by the jury committee which will meet monthly to review the prospective renters. Artists will be required to bring representative samples of their artwork on the jury day and return later in the day to pick up their work. The jury committee will notify the artists of the results in a reasonable amount of time. The members of the jury committee will include the gallery committee and at least two member artists. Member artists may be rotated based upon availability.

5. The GC understands that there are many positive and negative aspects regarding inter gallery rotations. They do recommend that all wall and floor renters will be required to rotate throughout both galleries to provide equal opportunity to all gallery renters. If this idea is approved by the board the GC will develop a rotation plan. After the inter gallery rotation begins and the second gallery closes the existing gallery rental space will go to the highest seniority renters. The GC will also develop a policy to handle artists who rent in both galleries.

6. The receptions should rotate between the two galleries.

Two remaining inconsistencies between the galleries that will be need to be resolved are how to handle the different hours of operation as it relates to hours staffed by the renters and the commission charged by the gallery. The GC believes that these two areas will require further analysis and discussion before a recommendation can be made.

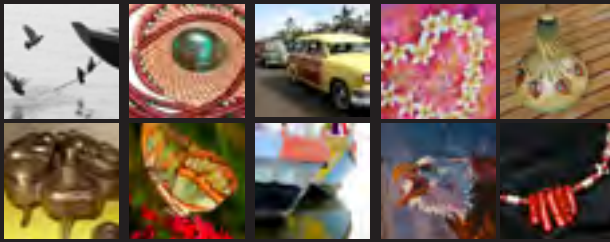
Memorial labyrinth for Alison Christler, September 29, 2009 (notes say November)







Paintings, jewelry, glass, pottery,
fiber arts and so much more



OFF TRACK GALLERY

San Diego Art Guild, Est. 1965

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Coast News ad December

Small Image Show Artists' Reception

SATURDAY **December 12** 5-8 pm



OFF TRACK GALLERY

San Diego Art Guild, Est. 1965

500 Second Street (2nd & D)
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Coast News ad December

NORTH COUNTY TIMES
Thursday | December 3, 2009

Off Track Art Gallery — The San Diego Art Guild's "Small Image Show" opens in December: artists' reception, 5 to 8 p.m. DEC. 12; exhibit of work by Dave Ombrello, Patricia Walters, Joan Gine and B.J. Simon is on display; gallery hours, 11 a.m. to 5 p.m., daily, 500 Second St. (Second and D Streets), Encinitas; 760-942-3636.

"Art From the Heart" Exhibition — North County Disability Medical Clinic hosts an exhibit of 50 works by 25 artists from the San Diego Art Guild through Jan. 31; art is on display during clinic hours; 7617 Vista Way, Downside; 760-942-3636.

DEC. 11, 2009 **THE COAST NEWS**

Small Image Show Artists' Reception
SATURDAY **December 12** 5-8 pm



OFF TRACK GALLERY
San Diego Art Guild, Est. 1965

500 Second Street (2nd & D)
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SDAG Board Meeting

Meeting Minutes

October 19th, 2009 [I think these are actually November Meeting Minutes]

Officers Present:

Assistants:

Patricia Eldon

Joanne Chambers

Mary Beck

Grace Swanson

EllaBlanche Salmi

Laura Lowenstein

Isabella Breasted

Rita Cecil

Bruce Stewart

Ricki Ungar

Officers Absent:

Cindy Gary

Judianne Shannon

Dianne Dudek

Deborah Van Huis

Dave Ombrello

Meeting Minutes: Recorded by Mary Beck for Cindy

Gary.. Meeting Location: Calle Magdalena.

Meeting called to order at 9:35. Motion to approve Sept. minutes by Grace, seconded by Isabella Approval 11 yes and abstain 3.

Upcoming Dates:

November:

1. November 30, Monday, from 5-8pm Take-in for Small Image Show

December:

2. December 1, Tuesday, from 9:30 to noon Take-in for Small Image Show

3. December 3rd, SDAG Holiday Party and Gift Exchange Quail Gardens from 11-3.

4. December 8th, Jury committee for new Wall and Floor Renters, 11-3

5. December 12th, Friday, OTG1 Reception for Small Image Show. Hours: 5-8pm.

6. December 28th, Board meeting at Calle Magdalena, 9:30 - 12:00

January

7. January 6th: Calle Magdalena pick up and drop off.

8. January 12, North County Oncology pick up 9:30 - 10:30

9. January 12, Jury for Wall and Floor Renters, Dave will announce times in the PR

10. January 25th, Board Meeting Calle Magdalena, 9:30 - 12:00

February

11. February 4, Demonstration, details TBA

12. February 9, Jury for new Wall Renters time TBA

I .New Business:

Agenda and Date review:

- Dave: add dates for new Floor and Wall Renters Jury. (See additions above.)
- Mary: Add vote for Rita Hohweiler-Cecil as new Wall Chair.
- Diane: Add Feb 4 for next demo.

1. Introduction, Bruce

- Thanks to Patricia for promoting guild at the Encinitas Street Fair. Discussion about who will be responsible for dealing with the 2 annual Encinitas street fairs. Is purpose to promoter gallery or sales? Subject will be discussed in Executive Committee and proposal presented to the board.

2. New Business

a. Soravia Prints. Discussion: Ricci, will he still represent originals? Bruce: yes. Mary, prints could attract attention to originals. Laura: Nothing is lost by approval since no \$ is invested by the guild.. Isabella: Motion to approve Soravia print proposal as written (see attached) with the ammendment of a limit of 25 prints on canvas and 100 on paper. Second Grace. Vote: 14 for approval.

b. Survey results and Summary by Deborah. A review of the process of the survey, which was done to help with strategic planning, as well as a summary and analysis is included on the attached printed copy. Some notable input:

- Selling artwork is the primary reason for most guild memberships.
- Members are positive about the opportunities the guild offers.
- #6. There is not a clear consensus on the location and facility of OT1, the results could be a reinforcement for moving to a new location or for fixing up current location.
- Promoting and selling work and promoting work in the community are important to the members.
- Benefits rated by members reinforce the variety of opportunities offered are effective in meeting the needs of the membership.
- Jury process for wall renters could improve. Isabella: Feedback from jury is important. Laura: There should be a clear distinction between wall and monthly renters with clarity about monthly being the opportunity for new "emerging" artists. Bruce: In general we need to have a balance of commitment to promote new artists and to the quality of artwork exhibited.
- Survey will be put online for membership to review.

- Bruce, strategic planning using the survey will be dealt with at a later time.

c. Foreseeable future of OT2, discussion led by Bruce.

- History of OT2: Bruce and Terri presented contract ideas to realtor for Lumberyard and with Board approval. opened the gallery as complement to OT1. There has been a benefit of direction public to OT1 from OT2.
- Problems: Consistency issues between galleries. Increased workload for most board members.
- Positives: Location, appearance and extra space for showing is a benefit to members as well as making money for members. Grace: Morale at OT2 is better because of location .
- Issues: % on artwork discrepancy (20% at OT2 and 10% at OT1) Accounting at OT2 is not clear to members, the 20% goes to rent. Diane: Inconsistency in volunteerism from people showing at OT2 and OT1. At 2 they are not asked or expected to do other guild work. Bruce: Objections have been voiced about Terrie's demeanor in addressing staffers. Ricci: OT2 is beginning to look like a jewelry store not a gallery. (not sure who said this) Wall renters should rotate because the gallery looks stale.
- Recommendations: Joanne: To address the % discrepancy, make it 20% overall and drop the credit card 5.4% charge. It would make bookkeeping easier. need to look at overall financial policies. Judianne: To make OT2 look more like a gallery have more diversity in the front window. Isabella: Consider professional signs to describe watercolor, painting and so on.
- Observations: Grace: Paintings are selling better at OT1 and "other" better at OT2. Judianne: Painting and photos: OT1 - \$11,114 and \$6,873 at OT2. Photos only: OT1 - \$554 and OT2 - \$977. jewelry: OT2 \$10,237 and OT1 \$2,304. Overall sales at OT2 were higher. Comparison is based on sales since OT2 opened.

d. Gallery committee report, by Dave.

- Issues and recommendations are in hand-out (see attached). Grace: Maybe open up OT2 to more floor renting. Judianne: May have more space, need to juggle 1 and 2 renters who keep 1 to stay if 2 closes. Ricci: People may drop at the first of the year.
- Motion: Isabella: move to accept recommendations as written. second Deborah. Vote. yes 13
- Dave: Gallery upgrades. In general need to determine what we want to sell, 2D or 3D. Strategic plan should be carefully thought out. Could use a 2 year lease (see attached proposal) window to plan. To do the work on the gallery it would close for January and the landlord would do the work - the cost is the 2 year lease.
- Options on OT1: Stay in OT1, sign the lease and fix those things outlined by Dave in his proposal, or, do a partial fix at the expense of the guild and not sign the lease.

- Space Limitations Dave: OT1 is limited in space, but the guild couldn't cover the rent for a new space at the Lumberyard for \$5000 with the present membership.
- Motion: Joanne: move to accept 2 year lease. 2nd Ricci. Mary, table the motion. Dave: Will conduct an email vote after questions about lease options are answered. (See copies of subsequent email exchanges for the vote.)

e. Chair reports: No chair reports were given due to time constraints.

1. Treasurers' Report - Joanne Chambers
2. Membership Chair - Laura Lowenstein:
3. Publicity Chair - Grace Swanson:
4. VP Programs - Diane Dudek
5. Offsite Chair- Patricia Eldon :
6. Gallery Chair- Dave Ombrello:
7. Floor Chair - Ellablanche Salmi
8. VP/Calendar chair: - Juddiane Shannon
9. Monthly show chair:- Ricki Ungar,
10. Wall Renter Chair - Rita Hohweiler-Cecil
11. Web - Mary Beck -
12. Parliamentarian -Isabella Breasted
13. Paint Rag- Deborah Van Huis -

Action Items:

- Bruce: Will complete the contract about the Soravia prints.
- Deborah and Mary: Will disseminate the survey results to the membership
- Dave: Will contact the landlord and report to the board and conduct an email vote on options for OT1.

Motion to adjourn: 12:32 Joanne, Laura 2nd. Unanimous Please review and send any additions and or corrections to Mary

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.

I will also send a copy of the minutes a few days prior to the next meeting.

Off Track Art Gallery — The San Dieguito Arts Guild's "Small Image Show" opens in December; artists' reception, 5 to 8 p.m. Dec. 12; gallery hours, 11 a.m. to 5 p.m. daily; 500 Second St. (Second and D Streets), Encinitas; 760-942-3636.

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Art Guild to award best small images

ENCINITAS — The San Dieguito Art Guild will hold a reception for its annual Small Image Show from 5 to 8 p.m. Dec. 12 at the Offtrack Gallery, 500 Second St. The winners of the best Small Images in five categories will be announced and more than \$1,000 in cash awards will be presented. Visit offtrackgallery.com.

San. 12-5-09
NCT

ENCINITAS | HONORED PAINTERS

The San Dieguito Art Guild in Encinitas recently honored Judy Briggs, left, for her mixed media painting titled "Coastal Mist," and Linda Phillips, for her oil painting titled "My Blue Hat." Call 760-942-3636 or visit OffTrackGallery.com.
Courtesy photo



DEC. 11, 2009

THE COAST NEWS

Small Image Show Artists' Reception

SATURDAY **December 12** 5-8 pm



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San Dieguito Art Guild, Est. 1965

Season's Greetings



December

2009

San Dieguito Art Guild Paint Rag

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[From Our President](#)

[From the Flower Fields](#)



Happy Holidays

I've always found that this is a particularly wonderful time of year to express gratitude for all the good fortune that has been bestowed upon us. This year, I am grateful to be a member of such a dynamic and talented organization like SDAG. Thanks to all of you for making this such a great group of which to be a part.

Even when it is not the best of times, it really is the best of times. Please enjoy this happy time of year and take time to count your blessings.

Deborah Van Huis
Newsletter Chairperson

SDAG Schedule

December

Tuesday, December 1, 9:30-noon, Small Image Show take in

Wednesday, December 2- January 4, Small Image Show

Thursday, December 3, 11am-3pm, SDAG Holiday Party/Gift Exchange at San Diego

November Show Honorees

The following are the awards given for the November Show at the Off Track 1 Gallery:

Best of Show
Cheryl Ehlers, Countryside

Botanic Garden (formerly Quail Gardens)
 Tuesday, December 8, Jurying Committee meeting, 11am-3pm
 Saturday, December 12, 5-8pm, Small Image Show Reception at OTG1
 Monday, December 28, 9:30-noon, SDAG Board meeting at 160 Calle Magdalena

January

Monday, January 4, Small Image Show pick up, 5-8pm
 Tuesday, January 5, Small Image Show pick up, 9:30-noon
 Wednesday, January 6, Calle Magdalena Gallery take in and pick up, 10-noon
 Tuesday, January 12, Jurying Committee meeting, 11am-3pm
 Tuesday, January 12, Art from the Heart Pick up at North County Oncology, 9:30-10:30am
 Monday, January 25, 9:30-noon, SDAG Board of Directors meeting, 160 Calle Magdalena

February

Thursday, February 4, Art Demonstration, 1:30-3:30 pm
 Tuesday, February 9, Jurying Committee meeting, 11am-3pm
 Friday, February 12, Featured Artists Reception, 5-8 pm
 Monday, February 22, 9:30 -noon, SDAG Board meeting at 160 Calle Magdalena



Environmental Painters

Watercolor

1st - Harriet Shoup, Catnap
 2nd - Miki Oden, Powerhouse Park

Acrylic

1st - Cheryl Ehlers, Smokin' Ivory
 2nd - Danny Salgado, Untitled

Oil

1st - Linda Phillips, My Blue Hat
 2nd - Mary Beck, Dana Pt. Surf
 3rd - Rita Shulak, Montage - Laguna
 Honorable Mention - Linda Phillips, Jordan

Other

1st - Judy Briggs, Coastal Mist, MM
 2nd - Joan Grine, View of the Lodge, Pastel
 3rd - Tia Ballantine, Lost in Transition, MM



Shown in the picture above, from left-to-right, First Place Winner, Judy Briggs with her mixed media painting titled, "Coastal Mist" and First Place Winner, Linda Phillips with her oil painting, titled: "My Blue Hat."

Shrink Wrap Anyone?

Bin Art Update

Each SDAG member may show 2 large (over 12" in the longest dimension but no larger than the largest bin) and 5 small (under 12" in the longest dimension) shrink-wrapped pieces in art bins.

Schedule

Dec 1 and 8 - San Elijo Lagoon, south side, meet at north end of Rios, Solana Beach.

Jan 5 and 12 - Carlsbad coast north of Island way, at the parking lot there along the road.

Jan. 19 and 26 - Park at the Old Grand Ave. bridge, on San Dieguito Road, off Jimmy Durante, across from the Fair Grounds.

Call Joan Grine 858-481-8783 for more information or directions.

Member News Page

Now on the SDAG Website

Please check the new [Member News Page](#) on the website. It's under membership on the top menu. It includes news and opportunities for members. Right now there is information on a juried show in Temecula and the spring Flower Fields show. Also, about the Artist Outreach Project Grant - five Encinitas artists were accepted for this in 2009, including Cheryl Ehlers and Bruce Stewart.

Please send information about where you are showing your work or any awards you may have received to [Mary Beck Higgins](#). It gives you recognition as well as promoting the guild.

QUICK LINKS

[Member News Page](#)

www.offtrackgallery.com

Strong Sales Trend

...Continues at OTG1

Congratulations to Chuck McPherson, A. J. Dieffenbach and Cheryl Ehlers all sold high-end paintings in November at Off Track Gallery 1. Congratulations to all our member artists for achieving terrific sales in 2009.

One of your pieces may be placed in the portable bins that are placed outside the front door each day. All bin art must be original or limited edition prints.

Bin art should have a backing made from either backing board or mat board cut carefully to fit the size of the work. Total thickness of the package must not exceed 1/4". Please -- no ragged edges or thick backing or foam core because it takes up too much room in the bins.

The pieces must be enclosed in crystal clear envelopes with artist's name, title and price of clearly readable and in a place that can be seen from the outside of the envelope. All art in shrink wrap must be clearly marked Original or Print. Each piece of bin art must be listed in the Bin Art Directory under the artist's name with the title, price and date placed in the bin.

At Off Track 1, 10% commission is charged on sales of shrink-wrap pieces. At Off Track 2, commission is 20% on shrink-wrap pieces. There are no other charges.



HAPPY KWANZAA

Artist Outreach Grant

The Kenneth A. Picerno Foundation will begin accepting Artist Outreach Project Grant applications **beginning January 4, 2010**. This grant supports accomplished visual, literary and performing artists, 55 years of age or older, who are motivated to give back to their community. The Foundation will award twenty artists \$12,000 to provide educational, mentoring or therapeutic art experiences of their own design to underserved people who lack opportunities to engage in meaningful arts programs.

To be eligible, artists must be 55 years of age or older and live in North San Diego County or Orange County. **The application deadline is March 30, 2010.** Artists are asked to collaborate with nonprofit organizations of their choice in order to access the people they wish to serve. The Foundation expects artists awarded the grant will provide an average of six to eight direct contact hours a week for one year.

JOIN OUR LIST

Join Our Mailing List!

Welcome to our New Members

New Members in November

Marci Ando, greeting cards

Julie Bubar, knit scarves

Mary Crawford, w/c, pastel & oils

Tim Fisher, photography

Ann Keefer, w/c & other

Nancy Lee, collage & mixed media

Linda Melvin, w/c, oil, mm & jewelry

Linda Moore, mixed media

Elizabeth "Prakash" Parker, rock art, oil, acrylic, w/c

Susan Schwarz, w/c

Libbi Shorts, fused glass

Slocum Family, acrylic, w/c, jewelry, gourds

We look forward to getting to know you and your art.

Volunteers Needed

For Public Relations Committee

Is one of your resolutions this year that you'd like to participate more of volunteer with the Guild and Gallery? Grace Swanson, head of SDAG's public relations' efforts needs help.

A volunteer is needed to generate mailing labels for the Guild's promotional postcards about once a month from an existing Excel file. After printing the labels, they then need to be adhered to approximately 1000 post cards.

Another volunteer is needed to take the addressed postcards to the Bulk Mail section of the Encinitas Post Office approximately once a month. This person will need a short training session on bulk mailing procedures which can be arranged at their convenience.

I speak from my own experience when I tell you that this is an easy and fun way to get

In the recent past, SDAG members Bruce Stewart, Yanina Cambereri and Cheryl Ehlers have all received funding for their programs from Picerne Foundation. Bruce says, "This is an outstanding project that supports seniors (anyone 55 and older) in providing art activities for underserved audiences (can be seniors, disabled, poor, homeless, etc.). It's allowed me to get paid to do something that would be worthy of volunteering for even if I didn't need to scrape mortgage payments together. The grant process is fairly easy, and the director of the foundation is happy to work with individuals interested in submitting."

Detailed information can be obtained on the at www.picernefoundation.org, or by contacting Victor Nelson, Executive Director at 949-267-1517, or by email at vnelson@picernefoundation.org.



Need Holiday Gift Ideas?

Don't Forget to Shop at Off Track Gallery

This time of year we all have a list of those we need to buy or make gifts for. Consider supporting your fellow artists by shopping at the Off Track Gallery this year. Please use the 10% off coupon located at the bottom of this Paint Rag while shopping at Off Track Gallery 1.



involved in the Guild. (And it's virtually painless.) I started my volunteer efforts working with Grace on sending out press releases.

If you're interested in volunteering or finding out more about these opportunities, please contact Grace Swanson at swanson121@cox.net.

After Hours Display at OTG2



Have you seen the after-hours display at OTG2? A monitor with a built in DVD player was installed in the front window, very near the gallery door.

For **only \$1 per photo** SDAG members may send in as many photos as they wish to be displayed on the monitor. *This amount will go up to \$2 per photo at the beginning of 2010 so send in your photos now.*

The artists' name, contact phone number, website, etc. will be shown at the bottom of each photo if they provide that info. Payment is for a 6 month rotation (until May 2010).

Horizontal images work best. If the image does not fill the screen, a black background will be added. The DVD will be put on "loop" so that all the images will cycle through.

The "loop" will also include up-coming SDAG events and directions to the Gallery One.

SDAG History

Behind the Corner Frame Shop

1985. Joan Grine in the doorway of 1038-B N. Highway 101, Leucadia from 1985



For the amazing stretch of 18 and a half years -- from March 1975 to September 1993 -- SDAG had a "permanent" home.

Next time you drive by the Corner Frame Shop at 1038 North Highway 101 in Leucadia stop and take a look at the building directly behind (to the West). That is where the Guild was housed. I am told that the building was "like a rabbit's warren" -- it just kept going and going. In the large parking area the Guild held many Starving Artist Sales, Art Marts, Paint-outs and Rummage Sales.

Membership was on average 115 to 120 during those years. During this time, San Dieguito Art Guild was a separate entity from the Offtrack [one word] Gallery which was downstairs in the Pannikin old train station building. The two groups merged in September of 1994 when Patricia Watkins was president.



This photo is from an SDAG event in 1977.

From Our President

From Our Gallery Manager

Attention Artists:

The Next Gallery Renters Jurying Date is December 8, 2009

You may have been wondering how you would go about getting your art displayed on the walls and floor of our galleries. Possibly what you didn't know was that we have a jury which reviews prospective gallery renters.

Our galleries are divided into sections which are rented on a monthly basis to our members. Gallery space rent is paid bimonthly and a deposit is collected from the renters when they sign the contract. But before you can rent gallery space you must be juried in by our jury committee.

The jury committee meets once a month to review the artwork of prospective gallery renters. The next jury committee meeting date is **December 8, 2009, 11am - 3pm**. If you would like to be a wall renter or a floor renter you must be juried in by the Jury Committee.

I will briefly explain the process:

1. You bring a representative sample of your artwork to the location specified between the hours of 11am and 11:30am. Late artists will not be eligible for this jury cycle and will have to wait until the next cycle.
2. Leave your work for the jury committee to review and evaluate.
3. Return to pick up your artwork between 3pm and 3:30pm.
4. The jury committee will notify you once they have reached a decision.

The location of the jury committee meeting as well as answers to any questions that I receive as a result of this announcement will be communicated by eblast and will also be posted in the galleries. The next two scheduled jury committee meetings after December 8, 2009 will be January 12, 2010 and February 9, 2010.

If you have any questions, please contact me, Dave Ombrello. You can email me at italifin@roadrunner.com or call me at 760-822-2026.

— Dave Ombrello
Gallery Manager

Dear Colleagues,

I hope your Thanksgiving holiday was enjoyable, and look forward to seeing you at our Holiday Potluck at Quail Gardens on Dec. 3. There's much to be thankful for in relation to SDAG as we approach the end of the year. Our space for exhibiting monthly show entries has been significantly improved just in time for take in for the annual Small Image Show, thanks primarily to Gallery Manager, Dave Ombrello, his wife, Mo, and Past-President, Patricia Elder. Our membership is growing steadily and we've been fortunate to be able to retain our Off Track 2 presence in the Lumber Yard through the holidays. It's been gratifying to hear from visitors at both Off Track 1 and 2 that they were referred from our "other" gallery. Whenever you sit, simply informing visitors that we have another gallery nearby is an excellent way to increase our exposure, and a service appreciated by our patrons.

Thanks to all who took the time to help the board with strategic planning by filling out a feedback questionnaire. Your ongoing input is important as we proceed with the strategic planning process. Additional concerns and ideas can be submitted in the suggestion box at the front door in OTG 1.

Happy Holidays!

Bruce Stewart
SDAG President

From the Flower Fields

Dear Artists and Crafters:

We would like to invite you to share your art and crafts at The Flower Fields® with our many visitors. The Flower Fields® goal is to constantly strive to enhance art and craft appreciation through Original paintings, visual arts, sculpture, pottery, photography and mixed media. To reach this goal we invite you to participate in our Arts and Crafts shows on **April 10th - 11th and 17th - 18th, 2010**. We expect attendance of 8,000 at each of these weekends as it should be prime color at The Flower Fields®.

I hope you will consider this opportunity to join your fellow artists and crafters in working together to give our visitors the best art that Southern California has to offer! If you have any questions, please give me a call at (760) 930-9123 ext. 118.

Check out our website's [member news](#) page for

Gallery Manager

Call for Entries

19th Annual National Show

The Artist's Association of Northern Colorado is having its 19th annual show from April 5 - May 7, 2010. Applications for the show will be accepted from December 1, 2009 to February 4, 2010. For more information, please visit www.artistsassoc.org or send an email to info@artistsassoc.org.

Check out our website's [member news](#) page for more information.

Have a wonderful and safe holiday season. Please remember if you have anything for the Paint Rag, please contact me at dvanhuis@yahoo.com

Happy New Year,

Deborah Van Huis
Newsletter Chair
San Dieguito Art Guild



Save 10% SDAG Members Only

Save 10% on your holiday purchases made at Off Track Gallery 1 between December 1, 2009 and December 31, 2009.

Offer Expires: December 31, 2009

PRESS RELEASE
December 1st 2009

For Immediate Release
Contact:
San Dieguito Art Guild PR & Promotion Chair
760-942-3836
San Dieguito Art Guild



'Tis the Season for Giving! San Dieguito Art Guild's Two Galleries Offer Unique Gifts of Art for Your Holiday Shopping Needs!

Encinitas CA. The many talented members of the San Dieguito Art Guild have a surprising variety of art displayed at their two OffTrack Galleries. One is located at 500 Second Street and the other in the Lumberyard behind St Tropez Bistro in suite 103. There are gifts of glass, jewelry, pottery, paintings, sculpture and one-of-a-kind hand made ornaments. Perfect for holiday gift giving. Both galleries are open daily from 11AM to 5PM. Artwork is reasonably priced because San Dieguito Art Guild is a co-op and a non-profit organization supporting local artists.

What makes the Small Image Show so Special?

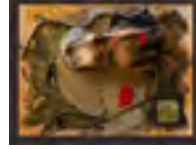
- The show is open to San Dieguito Art Guild (SDAG) members and non-members
- Over \$1,000 in cash awards will be offered in five (5) categories
- All entries meeting the eligibility criteria and found acceptable will be accepted
- Excellent sales potential due to local and tourist walk-in traffic
- Commission for work sold is only 10%
- The Off Track Gallery collects necessary Sales Tax
- Every piece of art will be a 12" square or smaller—a creation perfect for holiday gifts, affordable for anyone's budget, and can fit on any wall

Bring in Work

Monday, November 30th, 5-8pm or
Tuesday, December 1st from 9:30-noon.
Artwork must be hand delivered to the Gallery.

Pick up Work

Monday, January 4th, 5-8pm or
Tuesday, January 5th from 9:30-noon.
Due to storage restrictions, work left after January 5th, 2010 may be sold and monies donated to SDAG.



Description of Show Categories

Oil and Acrylic

Oil, Acrylic, Casein, or combination of oil and acrylic on canvas, Masonite, or wood

Photography

Black & white, color, Digital Prints (unmanipulated), and Polaroid Transfer

Mixed Media

Two or more medias together, such as pastel and watercolor OR one media on built up surface such as watercolor on rice paper collage surface OR collage in more than one media

Other Media

- **Pastel.** Oil pastel or regular pastels
- **Drawings.** Conte, graphite, charcoal, pen & ink, marker, watercolor pencils or crayons, colored pencil
- **Sculpture.** Ceramic, glass, metal, wood, plastic, paper-mache, bas-relief, or any other 3-D piece. Can be combined media 3-D sculpture and DOES NOT go under mixed media
- **Printmaking.** Must be original and not series of prints. Linoleum block, wood block, collograph, etching, or monoprints. Collage (in one media). If more than one media enter in Mixed Media
- **Encaustic**
- **Copper Enameling.** No jewelry unless in enclosed frame on wall
- **Digital Art.** Art that is created on the computer
- **Digitally-Manipulated Photography**
One or more photographs which have been manipulated with the use of the computer.

*San Dieguito Art Guild's
Fifteenth Annual*

Small Image Show

At the Off Track Gallery

**December 2, 2009 to
January 4, 2010**



San Dieguito Art Guild
Off Track Gallery
500 Second Street
Encinitas, CA 92024

760.942.3636
OffTrackGallery.com

Entry Fees

Members

\$10 for one entry, \$15 for two, \$20 for three

Non-Members

\$15 for one entry, \$20 for two, \$25 for three

Payments can be made by cash or check (made out to SDAG). Credit cards are not accepted.

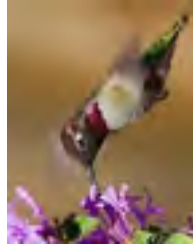
Awards

(Award winners to be notified by phone)

Best of Show	\$200
First Place(s)	\$100
Second Place(s)	\$ 50
Third Place(s)	\$ 25
Honorable Mention	Ribbons
President's Choice	Ribbon

Eligibility

- Open to all Southern California Residents
- All work must be original work of the artist
- You may put in reproductions (such as Gicleés) and offer them for sale, but they are NOT eligible for prize money or ribbons
- All work must be for sale



Sale of Art

A 10% commission will be collected on all work sold. An additional 5% will be collected on all credit card sales. The Off Track Gallery collects sales tax from the buyer. Artists will be notified by phone upon the sale of their work.

The artist may hang another piece of eligible work to replace sold art. Payment to the artist for sold pieces will arrive in the mail approximately one month following the sale.

Entry Rules

- Maximum entry size for flat work is 12" square, including the frame, 12" cubed for sculpture and 3-D work.
- Three entries maximum per artist.
- Oils must be dry. Do not bring in wet paintings.
- Works in paper must be under glass or Plexi.
- All 2D works must have a multi-strand wire (not a saw-toothed hanger) attached securely approximately ¼ down from the top of the frame and slack enough to come up to approximately 2" from the top of the frame. Ends of wire must be taped. Other hanging devices will be rejected.
- Work may not be withdrawn until the end of the show.
- Work must be framed unless you use wrap-around canvas stapled on the back (no staples on sides).
- Be sure your work looks as nice as it can, with clean, well put-together frame, clean glass and clean well-cut mat.
- The Guild reserves the right to refuse entries deemed inappropriate or that do not meet SDAG standards.
- Reproductions/prints of original art (such as Gicleés) must CLEARLY be identified as such (but will not be judged).
- Calligraphy as part of the art piece is acceptable.

Helen Shafer Garcia – Judge for the Small Image Show

www.helenshafergarcia.com

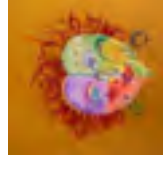
Helen lives and works in North San Diego County, CA as an Artist, Illustrator, Arts Instructor and Gardener. She teaches college level watercolor and acrylic painting as well as books arts, painting, mixed media, and pastel classes and workshops at various north San Diego County Art Schools and Adult School locations.

Helen's paintings are emotionally drawn encounters with paint, color and texture that invokes the spirit for a intriguing visual journey. Her works involve the process of transference - subtraction and addition of paint and found objects. She's currently working with watercolor, pastel and mixed media creating contemporary images on paper along with a series of icon folklore triptychs with wood, watermedia and found object construction.

Helen's illustrations have graced the cover brochures of numerous International resorts and magazines including the Westin St. John Resort, Acapulco Diamante Resort, the Sorrento Hotel, and in California, Westin Mission Hills Resort, La Quinta Resort, Marriott Desert Springs Resort, Mira Monte Resort, Beverly Garland's Holiday Inn, the Claremont Resort, and San Diego Home/Garden Lifestyles Magazine.

Artists Reception & Award Ceremony

Award certificates will be given at the annual SDAG potluck to be held at the San Diego Botanic Garden (formerly Quail Botanical Gardens) on December 3rd from 12-3. Award checks will be mailed to each winning artist the following week.



San Dieguito Art Guild's Fifteenth Annual Small Image Show

At the Off Track Gallery

December 2, 2009 to January 4, 2010

This show is open to all Southern California Residents. Entries must be original art 12" square or less. All art must be for sale at the Gallery for the duration of the Show. Entries accepted November 30 & December 1.



Over \$1,000 in cash awards

San Dieguito Art Guild

Off Track Gallery

500 Second Street

Encinitas, CA 92024

760.942.3636

OffTrackGallery.com



OFF TRACK GALLERY

San Dieguito Art Guild, Est. 1965



San Dieguito Art Guild Small Image Show and Reception

San Dieguito Art Guild cordially invites you to join us at our **Annual Small Image Artists' Reception on Saturday, December 12th, 5 to 8pm** to celebrate the Season and to announce the winners of the Fifteenth Annual Small Image Show.

The winners of the best Small Images in 5 categories will be presented with over \$1000 in cash awards during the reception. The reception will be a great opportunity for all art lovers to celebrate the season with San Dieguito Art Guild and perhaps find that special gift of art. Refreshments will be served.

Please join us for the Small Image Show and Reception on Saturday December 12th from 5-8 pm. Looking forward to seeing you then.

Happy Holidays,

San Dieguito Art Guild PR & Promotion Chair
San Dieguito Art Guild

**Save
10%**

Bring in this coupon to save 10% on all your purchases during the Small Image Show Reception.

Offer Good during the December 12th Small Image Show Reception only.

SDAG Board Meeting Meeting Minutes December 21, 2009

Officers Present:

Assistants:

Patricia Eldon

Joanne Chambers

Officers Absent:

Mary Beck
Grace Swanson
EllaBlanche Salmi
Laura Lowenstein
Isabella Breasted

Bruce Stewart
Ricki Ungar
Cindy Gary
Judianne Shannon
Terri Oshrin
Dianne Dudek
Deborah Van Huis
Dave Ombrello
Rita Cecil

Meeting Minutes: Recorded by Cindy Gary. Meeting
Location: Calle Magdalena.

Meeting called to order at 9:40 Motion to approve
Nov. minutes by Grace, seconded Approval 12 yes and
abstain 1.

Upcoming Dates:

January:

1. Monday, January 4, Small Image Show pickup, 5-8pm
2. Tuesday, January 5, Small Image Show pickup, 9:30-noon
3. Wednesday, January 6, Calle Magdalena Gallery take in and pick up, 10-noon
4. Tuesday, January 12, Jurying Committee meeting, 11am-3pm
5. Tuesday, January 12, Art from the Heart Pick up at North County Oncology, 9:30-10:30am
6. Monday, January 25, 9:30-noon, SDAG Board of Directors meeting, 160 Calle Magdalena

February:

1. Thursday, February 4, Art Demonstration, 1:30-3:30 pm
2. Tuesday, February 9, Jurying Committee meet-

ing, 11am-3pm

3. Monday, February 22, 9:30 -noon, SDAG Board meeting at 160 Calle Magdalena

4. Thursday, February 25, 9am - 2pm, Try It, You'll Like It, A Visual Art Workshop at the

5. Ecke Building, San Diego Botanic Garden

March:

1. Monday, March 22, 9:30-noon, SDAG Board

B. President: Bruce Stewart

I New Business:

1. Discussion of Receptions:

November Reception:

- Discussion of event :
 - o There was a very low turnout at the event. One of the factors could have been the rain/bad weather.
 - o Grace reported that the reception was not a financial success, with only a \$7.00 profit.

2. January Show:

- Ricki Ungar wanted to know how to schedule the show if there is construction going on at the Gallery during show.

- Motion: Grace Swanson moves to prorate the show, this motion is then withdrawn

- Motion to reschedule construction to begin after Jan. show: Dave O. will talk to Keith (landlord for OTG1 property) to see if the construction in Gallery 1 can begin on Feb. 8th; this motion is seconded by Isabella and approved with a Vote of yes by all 13 members present.

3. Open Floor Plan for Gallery 1 –The following details Dave's presentation and the discussion of the proposed changes to Gallery 1.

A. Dave presents Gallery 1 Floor plan:

- Gallery Manager Dave Ombrello prepared a document detailing all of the improvements/changes that will be made to Gallery 1. (A copy of this document will be attached to notes).
- Dave reviewed the document with Board Members.
 - o New plan will call attention to windows.
 - o Lighting will be updated so that the windows on D Street will be illuminated.

Comments:

- Laura expressed concerns about storage space.
- Ricki wanted to know how would "take in" for Monthly show be conducted.

B. AJ's room:

- Dave met with AJ Diffenbach (who currently rents a Gallery space that is within the OT1 Gallery)

and she was concerned about the wood in her new space. Bruce's current room (the room to which AJ will be moving into) is also smaller than her current space.

C. Color of room floor and walls:

What should the color of the walls and floors be?

- Grace Swanson said do not leave this decision to members, you will be creating a hornet's nest.
- Bruce said he will add this to the Gallery committee, to discuss wall and floor treatment.
- Laura Lowenstein commented that it makes sense for the committee to discuss options and bring a proposal to the Board.
- Action Item Dave: Meet with Gallery committee and discuss wall treatments and costs, then come up with proposals for presentation to the Board at January meeting.

- Bruce added that he would like Dave and the Gallery Committee to look at opportunities for storage.

D. External Storage:

- Patricia Eldon asked would Keith(landlord) let us buy a storage shed for the back parking lot.
- There is or used to be a storage shed in the back parking lot.
- Action Item Dave: talk to Keith about storage in the parking lot.

E. Print Bins and Wraps:

Existing Issues:

- Dave said that met with Doreen Long (who is in charge of Shrink wraps) she wanted there to be fewer shrink wraps in the Gallery.
- We need to better organize shrink wraps and bins.
- A story was told about a member,(Tim Fisher a photographer) who had shrink wraps, they could not be found and everyone thought that they were lost; however, they were in storage area.

Suggestions/Ideas- What to do with shrink wraps/bins:

- Laura suggested a specialty rack for shrink wraps.
 - Ricki proposed a bin schematic similar to card racks. Call Artists when work will be removed.
 - Cindy suggested that shrink wraps have colored dots on the back that will coordinate with corresponding bins. Each bin will then have a list of Artists that belong in each bin. For example: Jane is working at the Gallery, she has a shrink wrap with a blue dot on the back, and she puts it away in the blue dot bin.
- Example 2: Customer looking for a shrink by a certain

artist, the staff worker only needs to look at the bin lists to help the customer.

- Action Item - Dave will take suggestions to Doreen for organizing bins and will let Board know of her thoughts/opinions at the Jan. meeting.

Other:

- Large shrink wraps – Dave said that we could have shrink wraps on floor.

F. Lighting:

Discussion about lighting. Gallery Manager Dave O. sought comments and input.

- Laura asked if the popcorn ceilings will be removed. Dave Answer:yes.
- Laura said that perhaps we could partner with Keith to get track lighting. Dave said he would ask, but we need to remember that we are trying to save money.
- Grace said that she thinks the current lighting is fine.
- Bruce commented that we need to think about more wattage.
- Dave said that we should agree on a set number of lights per space/wall. Dave recommended 2 per space.
- In terms of Costs – Joanne asked what is Keith's financial responsibility to the project? Has he agreed to any dollar amount?

G. Handicap accessibility:

- Bruce asked about handicap accessibility to the Gallery.
- Laura said that Keith did mention that this could be a potential issue and that is why the Guild decided only to go month to month.

H. Fixtures and towers

- Do we want to use the displays that we have or purchase new fixtures?
- The cost of new fixtures is \$100 to 200 per tower.
- Ricki commented that towers restrict Artists, while they are good for jewelry, they do not work for floor art such as Teri's and Grace's work.
- It was concluded that this is a Gallery committee issue

4. Rotation Schedule:

Summary of issue:

Inequality exists between the 2 galleries because there is no rotation between the two. We need to work towards a plan that would make it fair between the 2 galleries. In order to be fair to all artists there needs to

develop a system. The Gallery committee held several meetings and came up with a rotation plan.

- Dave Ombrello presented a document detailing the rotation plan and explained how the system would work. SEE Attachment (hard copy only)

- Artist would sign up for 4 months at a time
- Rotations would be between the 2 galleries
- Rotations would occur over a 4 day period.

Discussion by Board Members after review of the proposed rotation document:

- Grace asked what if Gallery 2 closes.
 - Terri's is concerned with the rotation schedule because she thinks it will cause Artists to leave OTG2.
 - Judianne said that there should not be a cause for concern.
 - A discussion of a one day rotation schedule was discussed. Joanne Chambers said that one day rotations have been done in the past when SDAG was at the Pannikin, it was hectic, but it worked.
 - Patricia wondered Artists want to sign up for 4 months
 - Ricki said that Rita Cecil will not like 4 day rotation.
 - Deborah Van Huiss commented that she likes that it combines 2 galleries and shows that we are unified.
 - Ellablanche said that some people will only want to be in OTG2 and not want to be rotated into OTG1.
 - Bruce said that part of being a SDAG member is supporting both Galleries.
 - Ricki added to the discussion that there is a lot of blank wall space in OTG1. She asked what should be doing to with blank walls?
 - Dave asked: Is the inter gallery rotation something that the Gallery Committee should pursue?
- Vote : Favor of a wall rotation walls between the 2 galleries, 6 yes.2 no 5 abstain

Discussion of Commissions:

- Dianne Dudek wanted to change the commission collection back to the way it was when SDAG was at the Pannikin, where the monthly renters pay the commission.
- Laura Lowenstein said in the past when we eliminated commission, a member then had to do volunteer job.
- Bruce said that commissions are paid to cover the rent.
- Another reason for high commission rate at

OTG2: Joanne reminded Board Members of our rental agreement at OTG2. We pay estimated triple net and then we can expect to get a bill, for things like paving, lighting. This bill could be as much as \$5,000.00. For this reason, the commissions are also higher at OTG2.

- Deborah VH requested that if commission structure was to be changed, a more detailed proposal would be needed to be presented to and reviewed by the Board prior to any changes taking place.
 - o The Board would need to know the financial impact of changes to commission structure. Change to commissions will effect bottom line.
- Bruce would like to get a vote on Commissions or do we need a proposal?
- Gallery Committee will prepare a proposal and present for a vote.
- Motion Dave makes a motion to vote to endorse the recommendations of the Gallery committee's to Inter-Gallery rotation and vote on any changes to commission be voted on after a presentation at a later date. Judianne seconds the motion. Vote results: 8 yes, 3abstain 1 no, passes by a majority.
- Dave will send meeting minutes from Gallery Committee Meeting.

5. OT2 Phone Line:

Dave Motion – To install a phone line and Zon machine at OT2. Vote 11 yes, 0no 1 abstain
Costs:

- Joanne said it would cost \$1,000.00 to buy or \$190 to rent a month a zon machine.
- Phone line 300 deposit and installation.

6. Signage:

Can we improve or change our signage?

- Bruce likes the Christian Science Reading room signage.
- Keith (landlord) said do not add more Signage. Grace said that we are already in major violation of City of Encintas sign rules.
- Bruce proposed weekend signage.
- Patricia said that the city puts put booklet of rules that pertain to business signage. She recommended that Dave should get the booklet at review the rules.

7. Jury Committee:

- Dave spent 100.00 to rent a room for Jury committee. Dave tried to get a room for free. This was the cheapest space available.
- Will we need a large space in to Jury in January?

- Bruce is okay with the Jan. jury process taking place in his gallery space.
- Board decided (without vote) that it was okay to reimburse Dave for the 100.00 for the rental of space.

Action Items:

F. Reports from Chairpersons:

1. Treasurers' Report:
2. Membership Chair - Laura Lowenstein: will have update in Jan. 6 to 8 new members
3. Publicity Chair - Grace Swanson:
 - Grant Money: We have 1000 dollars. There will be a meeting this Wednesday 12/23/09 at 1:00 in the Lumberyard to decide how to spend the money. It has already been decided that the project will be one that benefits senior citizens.
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 - Rack cards at local hotels? Do we pay a monthly fee? The cost is \$441.00 per month for local hotels

4. VP Programs, Diane Dudek/Terri Oshrin:
5. Offsite Chair- Patricia Eldon :
6. Gallery Chair- Dave Ombrello
7. Floor Chair - Ellablanche Salmi - Ellablanche reported that we have 37 floor rent spaces
8. Judianne Shannon, VP/Calendar chair:
9. Ricki Ungar, Monthly show chair:
10. Wall Renter Chair:
11. Web - Mary Beck - not at meeting due to illness.
12. Isabella Breasted
13. Paint Rag- Deborah Van Huis - Deadline for submissions to the Paint Rag December 28th

Notes taken by Patricia Eldon for Cindy Gary. Cindy left the meeting at 12:25.

- Someone said that we need liability forms and refundable deposits for Off Track 2 renters.
- Someone reported that Mary Beck has been sick with the flu for about eleven days.
- Someone thinks that Art Lochte passed away. He had a joint membership with his wife, Agnes, who may wish to continue showing his work.
- Judianne Shannon moved that "if our by-laws don't cover a problem, we should fall back on Robert's Rules of Order."
- Joanne Chambers seconded this. We voted. Eight people voted "yes." One person abstained. No one voted "no." Some board members had already left the meeting.

Motion to adjourn: Grace Swanson moved to adjourn the meeting at 12:38. Diane Dudek seconded this motion. People agreed and left the room.

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

Please note: I will bring a hard copy of the minutes to the meeting for review and revision.

SMALL IMAGE The San Dieguito Art Guild will host a reception for the annual Small Image Show from 5 to 8 p.m. Dec. 12, Offtrack Gallery, 500 Second Street, Encinitas. The winners of the best Small Images in five categories will be announced and more than \$1,000 in cash awards will be presented. Call the gallery at (760) 942-3636 for more details.



HOLIDAY ART

Patricia Eldon, a San Dieguito Art Guild member, displays a handcrafted tree ornament made from a gourd that is part of the guild's variety of art displayed at its two Off Track Galleries. One gallery is at 500 Second St. and the other in the Lumberyard behind St. Tropez Bistro in Suite 103. There are gifts of glass, jewelry, pottery, paintings, sculpture and one-of-a-kind hand made ornaments. Both galleries are open daily from 11 a.m. to 5 p.m. *Courtesy photo*

Patricia Eldon with the ornament tree at Gallery Two

SDAG Board Meeting
Meeting Minutes
December 21, 2009

Officers Present:

Patricia Eldon
Joanne Chambers

Assistants:

Grace Swanson
EllaBlanche Salmi
Laura Lowenstein
Isabella Breasted

Bruce Stewart
Ricki Ungar
Cindy Gary
Judianne Shannon
Terri Oshrin
Dianne Dudek
Deborah Van Huis
Dave Ombrello

Officers Absent:

Mary Beck

Rita Cecil

Meeting Minutes: Recorded by Cindy Gary. Meeting Location: Calle Magdalena.

Meeting called to order at 9:40 Motion to approve Nov. minutes by Grace, seconded Approval 12 yes and abstain 1.

Upcoming Dates:

January:

1. Monday, January 4, Small Image Show pickup, 5-8pm
2. Tuesday, January 5, Small Image Show pickup, 9:30-noon
3. Wednesday, January 6, Calle Magdalena Gallery take in and pick up, 10-noon
4. Tuesday, January 12, Jurying Committee meeting, 11am-3pm
5. Tuesday, January 12, Art from the Heart Pick up at North County Oncology, 9:30-10:30am
6. Monday, January 25, 9:30-noon, SDAG Board of Directors meeting, 160 Calle Magdalena

February:

1. Thursday, February 4, Art

Demonstration, 1:30-3:30 pm

2. Tuesday, February 9, Jurying Committee meeting, 11am-3pm
3. Monday, February 22, 9:30 -noon, SDAG Board meeting at 160 Calle Magdalena
4. Thursday, February 25, 9am - 2pm, Try It, You'll Like It, A Visual Art Workshop at the
5. Ecke Building, San Diego Botanic Garden

March:

1. Monday, March 22, 9:30-noon, SDAG Board

B. President: Bruce Stewart

I New Business:

1. Discussion of Receptions:

November Reception:

- ☐ Discussion of event :
 - o There was a very low turnout at the event. One of the factors could have been the rain/bad weather.
 - o Grace reported that the reception was not a financial success, with only a \$7.00 profit.

2. January Show:

- ☐ Ricki Ungar wanted to know how to schedule the show if there is construction going on at the Gallery during show.
- ☐ **Motion:** Grace Swanson moves to prorate the show, this motion is then withdrawn
- ☐ **Motion to reschedule construction to begin after Jan. show:** Dave O. will talk to Keith (landlord for OTG1 property) to see if the construction in Gallery 1 can begin on Feb. 8th; this motion is seconded by Isabella and approved with a Vote of yes by all 13 members present.

3. Open Floor Plan for Gallery 1 –The following details Dave's presentation and the discussion of the proposed changes to Gallery 1.

A. Dave presents Gallery 1 Floor plan:

- ☐ Gallery Manager Dave Ombrello prepared a document detailing all of the improvements/changes that will be made to Gallery 1. (A copy of this document will be attached to notes).
- ☐ Dave reviewed the document with Board Members.
 - o New plan will call attention to windows.
 - o Lighting will be updated so that the windows on D Street will be illuminated.

Comments:

- ☐ Laura expressed concerns about storage space.
- ☐ Ricki wanted to know how would "take in"

for Monthly show be conducted.

B. AJ's room:

- Dave met with AJ Diffenbach (who currently rents a Gallery space that is within the OT1 Gallery) and she was concerned about the wood in her new space. Bruce's current room (the room to which AJ will be moving into) is also smaller than her current space.

C. Color of room floor and walls:

What should the color of the walls and floors be?

- Grace Swanson said do not leave this decision to members, you will be creating a hornet's nest.
- Bruce said he will add this to the Gallery committee, to discuss wall and floor treatment.
- Laura Lowenstein commented that it makes sense for the committee to discuss options and bring a proposal to the Board.
- **Action Item Dave:** Meet with Gallery committee and discuss wall treatments and costs, then come up with proposals for presentation to the Board at January meeting.
- Bruce added that he would like Dave and the Gallery Committee to look at opportunities for storage.

D. External Storage:

- Patricia Eldon asked would Keith(landlord) let us buy a storage shed for the back parking lot.
- There is or used to be a storage shed in the back parking lot.
- **Action Item Dave:** talk to Keith about storage in the parking lot.

E. Print Bins and Wraps:

Existing Issues:

- Dave said that met with Doreen Long (who is in charge of Shrink wraps) she wanted there to be fewer shrink wraps in the Gallery.
- We need to better organize shrink wraps and bins.
- A story was told about a member,(Tim Fisher a photographer) who had shrink wraps, they could not be found and everyone thought that they were lost; however, they were in storage area.

Suggestions/Ideas- What to do with shrink wraps/bins:

- Laura suggested a specialty rack for shrink wraps.
- Ricki proposed a bin schematic similar to card racks. Call Artists when work will be removed.
- Cindy suggested that shrink wraps have colored dots on the back that will coordinate with corresponding bins. Each

bin will then have a list of Artists that belong in each bin. For example: Jane is working at the Gallery, she has a shrink wrap with a blue dot on the back, and she puts it away in the blue dot bin. Example 2: Customer looking for a shrink by a certain artist, the staff worker only needs to look at the bin lists to help the customer.

- **Action Item** - Dave will take suggestions to Doreen for organizing bins and will let Board know of her thoughts/opinions at the Jan. meeting.

Other:

- Large shrink wraps – Dave said that we could have shrink wraps on floor.

F. Lighting:

Discussion about lighting. Gallery Manager Dave O. sought comments and input.

- Laura asked if the popcorn ceilings will be removed. Dave Answer:yes.
- Laura said that perhaps we could partner with Keith to get track lighting. Dave said he would ask, but we need to remember that we are trying to save money.
- Grace said that she thinks the current lighting is fine.
- Bruce commented that we need to think about more wattage.
- Dave said that we should agree on a set number of lights per space/wall. Dave recommended 2 per space.
- In terms of Costs – Joanne asked what is Keith's financial responsibility to the project? Has he agreed to any dollar amount?

G. Handicap accessibility:

- Bruce asked about handicap accessibility to the Gallery.
- Laura said that Keith did mention that this could be a potential issue and that is why the Guild decided only to go month to month.

H. Fixtures and towers

- Do we want to use the displays that we have or purchase new fixtures?
- The cost of new fixtures is \$100 to 200 per tower.
- Ricki commented that towers restrict Artists, while they are good for jewelry, they do not work for floor art such as Teri's and Grace's work.
- It was concluded that this is a Gallery committee issue

4. Rotation Schedule:

Summary of issue:

Inequality exists between the 2 galleries

because there is no rotation between the two. We need to work towards a plan that would make it fair between the 2 galleries. In order to be fair to all artists there needs to develop a system. The Gallery committee held several meetings and came up with a rotation plan.

- Dave Ombrello presented a document detailing the rotation plan and explained how the system would work. **SEE Attachment (hard copy only)**
 - Artist would sign up for 4 months at a time
 - Rotations would be between the 2 galleries
 - Rotations would occur over a 4 day period.

Discussion by Board Members after review of the proposed rotation document:

- Grace asked what if Gallery 2 closes.
- Terri's is concerned with the rotation schedule because she thinks it will cause Artists to leave OTG2.
- Judianne said that there should not be a cause for concern.
- A discussion of a one day rotation schedule was discussed. Joanne Chambers said that one day rotations have been done in the past when SDAG was at the Pannikin, it was hectic, but it worked.
- Patricia wondered Artists want to sign up for 4 months
- Ricki said that Rita Cecil will not like 4 day rotation.
- Deborah Van Huiss commented that she likes that it combines 2 galleries and shows that we are unified.
- Ellablance said that some people will only want to be in OTG2 and not want to be rotated into OTG1.
- Bruce said that part of being a SDAG member is supporting both Galleries.
- Ricki added to the discussion that there is a lot of blank wall space in OTG1. She asked what should be doing to with blank walls?
- Dave asked: Is the inter gallery rotation something that the Gallery Committee should pursue?

Vote : Favor of a wall rotation walls between the 2 galleries, 6 yes.2 no 5 abstain

Discussion of Commissions:

- Dianne Dudek wanted to change the commission collection back to the way it was when SDAG was at the Pannikin, where the monthly renters

pay the commission.

- Laura Lowenstein said in the past when we eliminated commission, a member then had to do volunteer job.
- Bruce said that commissions are paid to cover the rent.
- Another reason for high commission rate at OTG2: Joanne reminded Board Members of our rental agreement at OTG2. We pay estimated triple net and then we can expect to get a bill, for things like paving, lighting. This bill could be as much as \$5,000.00. For this reason, the commissions are also higher at OTG2.
- Deborah VH requested that if commission structure was to be changed, a more detailed proposal would be needed to be presented to and reviewed by the Board prior to any changes taking place.
 - The Board would need to know the financial impact of changes to commission structure. Change to commissions will effect bottom line.
- Bruce would like to get a vote on Commissions or do we need a proposal?
- Gallery Committee will prepare a proposal and present for a vote.
- **Motion** Dave makes a motion to vote to endorse the recommendations of the Gallery committee's to Inter-Gallery rotation and vote on any changes to commission be voted on after a presentation at a later date. Judianne seconds the motion. **Vote results:** 8 yes, 3abstain 1 no, passes by a majority.
- Dave will send meeting minutes from Gallery Committee Meeting.

5. OT2 Phone Line:

Dave Motion – To install a phone line and Zon machine at OT2. **Vote** 11 yes, 0no 1 abstain

Costs:

- Joanne said it would cost \$1,000.00 to buy or \$190 to rent a month a zon machine.
- Phone line 300 deposit and installation.

6. Signage:

Can we improve or change our signage?

- Bruce likes the Christian Science Reading room signage.
- Keith (landlord) said do not add more Signage. Grace said that we are already in major violation of City of Encintas sign rules.
- Bruce proposed weekend signage.
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rules that pertain to business signage. She recommended that Dave should get the booklet at review the rules.

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



Best of Show: Toni Williams
The Compliment



Water Media First Place:
Vita Sorrentino
Ready to Pounce

**Off Track
Gallery
Small Image
Show**

**TOP
WINNERS
December
2009**



Photography First Place:
Deborah Henry
Abstract Boats



Mixed Media First Place:
Dani Dodge
Uncharted Territory #4



Oil and Acrylic First Place:
Kevin Ferguson
Swami's



Other Media First Place:
Karen Howard
Cherries

Thursday | December 31, 2009

NORTH COUNTY TIMES

Calendar

Off Track Art Gallery — The San Dieguito Arts Guild exhibits work by Dave Ombrello, Patricia Watkins, Joan Gine and B.J. Simon; gallery hours, 11 a.m. to 5 p.m. daily; 500 Second St. (Second and D Streets), Encinitas; 760-942-3636.

Thursday | December 24, 2009

NORTH COUNTY TIMES

Off Track Art Gallery — The San Dieguito Arts Guild's "Small Image Show" is on display through Dec. 31; will present an exhibit of work by Dave Ombrello, Patricia Watkins, Joan Gine and B.J. Simon is on display; gallery hours, 11 a.m. to 5 p.m. daily; 500 Second St. (Second and D Streets), Encinitas; 760-942-3636.

THE COAST NEWS

DEC. 25, 2009

Paintings, jewelry, glass, pottery,
fiber arts and so much more



OFF TRACK GALLERY

San Dieguito Art Guild, Est. 1965

500 2nd St (2nd & D) and also in the Lumberyard
DOWNTOWN ENCINITAS • Local Artists
760.942.3636 • OffTrackGallery.com • Open Daily

For immediate release

What:

Internationally known environmental artist Kirkos will draw a mediation labyrinth on sand of Stonesteps Beach in Encinitas. This will be a interactive event with the public and will take hours to complete.

When:

This event will happen on New Years day 2009, from 1:30-5pm.

Where:

Encinitas, at Stonesteps Beach.

A public access stairs offers the a way to reach the beach below and participate. The labyrinth can also be viewed from the bluffs above the sand drawing.

Article:

Encinitas resident Kirkos is a long time member of the San Dieguito Art Guild and Off Track Gallery. He is dedicating his labyrinth to the Guild in appreciation of their support of his art.

The public is invited to bring gifts for the labyrinth. Items should be biodegradable such as flowers, colored stones, and coarse salt. Wax candles are also a option and add a lovely touch. At the end of the evening Kirkos and Guild members have volunteered to remove the candles.

This is a wonderful way for families and out-of-town guests to experience a truly unique and spiritually rewarding event.

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. The guild will have a canopy on the beach next to the labyrinth with a table and Guild information. Please stop by to say hello and learn more about the Guild.

Please contact the gallery at 760-942-3636 or go to our web site at www.Offtrackgallery.com for more information and a map with directions to the event.

ENCINITAS: Artist to create another labyrinth on Leucadia beach

KIRKOS CONTINUES NEW YEAR'S DAY TRADITION

THIS ARTICLE HAS BEEN MODIFIED SINCE ITS ORIGINAL POSTING

Story

Discussion

Image (3)

Font Size: - +

By **STACY BRANDT** - sbrandt@nctimes.com | Posted: Tuesday, December 29, 2009 5:20 pm | [\(9\) Comments](#) | [Print](#)

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[Be the first of your friends to recommend this.](#)



Kate Pruefer, center, joins hundreds of people walking the pathways of a labyrinth art piece by the Leucadia artist Kirkos etched in the sand at Stonesteps Beach in Leucadia on Jan. 1, 2009. (File Photo by Bill Wechter - Staff Photographer)



A North County tradition is set to continue on New Year's Day with a Leucadia artist who has kicked off the last several years by creating a flashy and interactive labyrinth in the sand at Grandview Beach.

Kirk Van Allyn, known better in art circles as Kirkos, builds his elaborate designs with a box of tools, including a hockey stick, a casting pole and some he made himself. This year, he also plans to use 150 pounds of colored sand to give the labyrinth some color, he said.

The artist said he will start the design by noon Friday, finishing up by sunset. People will be able to walk on the meditative labyrinth, which will be about 120 feet from end to end.

"A person can walk hand-in-hand with their lover through the whole labyrinth," he said.

The center of the labyrinth will feature a convex plastic mirror that will give those walking near it a look at the sky and the people around them.

Those wishing to participate in the project can bring biodegradable decorations such as flowers, colored stones and course salt.

The Leucadia resident uses ancient shapes and patterns to create designs in the sand that he calls "sacred geometry." By focusing on geometric patterns and mathematics, he's able to turn simple shapes into something more intricate and interesting.

The tide usually washes away his hard work after a couple of hours, but Van Allyn is able to preserve the art through photographs.

He has been creating labyrinths at local beaches on New Year's Day for the last six years, though he has been drawing in the sand for more than a decade.

"It just all evolved," he said.

Van Allyn is dedicating the work this year to the San Dieguito Art Guild, a group of roughly 100 local artists. He has been a member of the 43-year-old nonprofit group for the last decade. The guild will help out by supplying some decorative materials for the labyrinth.

Grandview Beach is about a mile south of Ponto State Beach, just off Grandview Street in Encinitas. Van Allyn said it will be easiest to find parking at Ponto Beach.

Van Allyn said he hopes the labyrinth will help bring the community and families closer together.

"How often do you get excited about drawing a line in the sand?" He said. "Little kids see it and they just jump up and down."

Call staff writer Stacy Brandt at 760-901-4009.

This article has been corrected to reflect that Kirk Van Allyn will create a labyrinth at Grandview Beach off of Grandview Street in Leucadia, not at Stone Steps Beach as stated previously.

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Posted in [Encinitas](#) on *Tuesday, December 29, 2009 5:20 pm* *Updated: 1:45 pm*. | Tags: [Coastal](#), [Encinitas](#), [Leucadia](#), [Nct](#), [News](#),

Dec. 26 - Jan. 2, 2009

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Beach walkers stroll through a sand labyrinth designed by Kirk van Allyn, a.k.a "Kirkos" in Leucadia. / Photo provided by sdBackyard.com member Kirk van Allyn

Leucadia artist

will create labyrinth
on the beach in Encinitas, p. 4

Labyrinth returns to Encinitas beach for 1



SPIRITUAL SAND Encinitas artists Kirkos again plans to create his annual New Year's Day labyrinth on the beach.

ENCINITAS — Again this Jan. 1, environmental artist Kirkos will draw his traditional meditation labyrinth in the sand of an Encinitas beach. Kirkos plans for it to be an interactive event with the public and, as always, it takes hours to complete.

Although the exact location will not be announced this year to prevent crowding and parking problems, the event will happen on New Year's Day 2010, starting at 10 a.m. Guests and participants are requested to park in the Moonlight Beach parking

lot and walk north about a mile and a half to the labyrinth.

Encinitas resident Kirkos is a longtime member of the San Dieguito Art Guild and Off Track Gallery and is dedicating this year's labyrinth to the guild in appreciation of their support of his art.

The public is invited to bring gifts for the labyrinth. Items must be biodegradable such as flowers, colored stones, and coarse salt.

Kirkos asks that nothing be brought that will need to be picked up at the end of the event.

NURSE ACCUSED OF ASSAULT

Vista sheriff's deputies arrest a San Marcos nursing instructor and caregiver | PAGE B3

Wednesday | December 30, 2009 [W]

nctimes.com

ENCINITAS

Labyrinth to return in 2010, in color

New Year's display to feature multihued sand

By STACY BRANDT

sbrandt@nctimes.com

A North County tradition is set to continue on New Year's Day with a Leucadia artist who has kicked off the last several years by creating a flashy and interactive labyrinth in the sand at Stone Steps Beach.

Kirk Van Allyn, known better in art circles as Kirkos, builds his elaborate designs with a box of tools — including a hockey stick, a casting pole and some he made himself. This year, he also plans to use 150 pounds of colored sand to give the labyrinth some color, he said.

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See Labyrinth, Page B6



Sara and Daniel Sloan, both 13, work in the pathway of a labyrinth created at Stone Steps Beach by local artist Kirk Van Allyn on Jan. 1, 2009. North County Times file photo

Labyrinth

Continued from Page B1

labyrinth.

Stone Steps is about a mile north of Moonlight Beach, just off South El Portal Street in Encinitas. Van Allyn said it will be easiest to find parking at Ponto Beach, about a mile

north of Stone Steps.

Van Allyn said he hopes the labyrinth will help bring the community and families closer together.

"How often do you get excited about drawing a line in the sand?" He said. "Little kids see it and they just jump up and down."

Call staff writer Stacy Brandt at 760-901-4009.

Local artist to build sand labyrinth for new year

ENCINITAS — Environmental artist Kirkos is giving North County a new way to greet the new year.

The local artist will draw a meditation labyrinth on the sand of Stonesteps Beach, 336 Neptune Ave., from 1:30 to 5 p.m. New Year's Day. This will be an interactive event with the public and will take hours to complete. Public access stairs

offers the best way to reach the beach below and participate. The labyrinth may also be viewed from the bluffs above the sand drawing.

Encinitas resident Kirkos is a longtime member of the San Dieguito Art Guild and Off Track Gallery. He is dedicating his labyrinth to the guild in appreciation of their support of his art. The public is invited to

bring gifts for the labyrinth. Items should be biodegradable such as flowers, colored stones, and coarse salt. Wax candles are also an option and add a lovely touch. At the end of the evening Kirkos and Guild members have volunteered to remove the candles.

"This is a wonderful way for families and out-of-town guests to experience a truly unique

and spiritually rewarding event," Kirkos said.

The San Dieguito Art Guild will provide a canopy on the beach next to the labyrinth with guild information. Stop by to say hello and learn more about the San Dieguito Art Guild. For more information and a map with directions to the event, contact the gallery at (760) 942-3636 or visit www.Offtrackgallery.com.

ENCINITAS

Artist to create sand labyrinth again tomorrow

By Tanya Mannes
STAFF WRITER

A popular tradition celebrating the birth of a new year will continue tomorrow in Encinitas, with a celebrated local artist drawing a large meditation labyrinth on the sand at Grandview Beach.



Kirk Van Allyn
"Kirkos"

This is the fifth year that Kirkos will create the 90-foot-wide meditation labyrinth, which resembles a decorative maze. The tide even-

Encinitas resident Kirk Van Allyn, known as Kirkos, will take hours to complete the project, with help from members of the public. The event is free. It will begin at 10 a.m. and will continue for several hours until the labyrinth is complete.



The artist Kirkos, aka Kirk Van Allyn, created one of his signature meditation labyrinths in the sand at Stonesteps Beach in Encinitas on Jan. 1. Peggy Peattie / Union-Tribune

tually washes it away.

Organizers said that city officials authorized the event but asked them not to publicize the name of the beach because hundreds of visitors last year used up parking spaces in nearby residential neighborhoods, leading to

complaints. The permit, a public document, states that the event will be at Grandview Beach.

To avoid parking problems, the city is asking

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LABYRINTH

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Public may bring biodegradable gifts for project

that people park in the Moonlight Beach parking lot and walk north about a mile and a half to the labyrinth, said organizer Grace Swanson. Another option is to park in Carlsbad's Ponto Beach and walk south for about a mile.

Last year's labyrinth was at Stonesteps Beach. The public is invited to bring gifts to be used as part of the design. Items must be biodegradable, such as flowers, colored stones or coarse salt. Please do not bring anything that will need to be picked up at the end of the event.

Kirkos is a longtime member of the San Dieguito Art Guild and Off Track Gallery. He is dedicating this project to the guild in appreciation of their support of his art. For more information, go to offtrackgallery.com or call (760) 942-3636.

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