



Fredericksburg Center for the Creative Arts
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CURATOR'S REPORT – September 19, 2014

Autumn is fast approaching and the 2015 schedule of Frederick Gallery exhibits is already being planned. Novel and inspiring themes need to be selected—send me your suggestions. New potential jurors are currently being contacted. It is a rewarding challenge to engage jurors who will bring fresh viewpoints and expertise to our regional and national exhibits. Reni Gower, Professor in Painting and Printmaking at Virginia Commonwealth University will be the juror for the March 2015 national juried exhibit. Ms. Gower has extensive experience in curating and exhibiting. I welcome your suggestions for potential jurors to serve in 2015--email your suggestions to me, with their contact information if available.

I bring to your attention two situations which have become obvious to me and the Board of Trustees. First, our visiting audience has increased, but our art sales have remained stagnant—perhaps as a result of the slow economy or a lack of successful marketing. We need volunteers with marketing skills to join in our efforts to expand sales. Our artists and our gallery will benefit. Please step forward if you are able to help.

Second, our regional exhibits are suffering from a lack of income in relation to the costs of operating expenses. Most regional artists are FCCA members and benefit from the lower members' entry fees, but the costs of regional exhibits are the same as national exhibits. Fewer artists enter fewer pieces of art in regional exhibits. In contrast, at least half of all national exhibit entry fees are from non-members (\$25.00 for first entry). More artists enter larger numbers of artworks in national exhibits. However, the monthly juried exhibit expenses are the same. There is a need to balance regional exhibit income with expenses, and the choices are obvious. Either increase members' entry fees for their first entry (from \$15.00 to \$20.00) or decrease the amount of 1st and 2nd place cash awards for regional exhibits. This choice will be up for a vote of approval at the Annual Meeting on November 16. Please consider the importance of maintaining the financial sustainability of our bi-monthly regional exhibits which present the community with the unique opportunity to view and purchase a wide variety of artwork by local and regional artists.

This is a reminder to FCCA member artists—if you have a website send your website link to our webmaster Maura Harrison, so your link can be included on our members' page. Our website has a national following and can increase your exposure to a broader viewing audience.

Thank you to all the exhibitions committee members for your faithful commitment to processing entries (Sheila Cockey, Patricia Smith), insuring that exhibits are installed each month (Bob Worthy, Donna Coley, Elizabeth Shumate, Barbara Taylor Hall, Ann Tate, Charlotte Burrill, Kate Logan, Anne Parks, Bev Bley) and posting artworks on our website (Maura Harrison, Carolyn Beever). A special thanks to all the docents who welcome artists, accept their entries each month and make notification calls.

Please invite your friends and neighbors to visit our gallery each month and to attend our First Friday opening receptions—the Juror's Talk and announcement of awards begin at 6 pm. I encourage you to support our exhibiting artists by making a purchase of artwork for your home, office, or as a gift.

Best wishes for a creative and inspiring Autumn.

Carrol Morgan, Curator, FCCA Frederick Gallery, Curator-frederick-gallery@fccava.org