

Auburn Old Town Gallery



January 2021 Newsletter from the Board

A Note From Our Gallery President:

Happy New Year AOTG MEMBERS,

I hope this newsletter finds you and your family well. I want to thank all of you for your unending support through 2020. A historic year, I feel proud of all for keeping the gallery above water! It would have never happened without all of you!

Wishing everyone a healthy and more prosperous 2021. We have a couple of new board members, Jenn Norpchen; facilities, and Darlene Riel; publicity. Thank you ladies and welcome to the board!

I want to thank the two departing board members; Dianne Van de Carr and Linda Miller. Dianne has been a huge part of caring for our members and letting us know we were thought of during times of stress or illness. Linda has worked to keep our gallery looking professional and inviting for our customers even in the most difficult times! Thank you ladies for your years serving AOTG and all your hard work!

I hope that 2021 is less challenging for the gallery and our members.

Be well,
Shoshana, AOTG president

AOTG Vice President Report:

As your AOTG Vice President, I am here to answer or refer questions and issues of all sorts that members may have. Feel free to contact me by email or phone calls about any concerns you may have.

Thank you,
Patty Pieropan Dong

Membership:

Ardith Gray will be putting out a call to artists in March. Encourage friends and fellow artists to apply for membership. Due to Covid-19 protocol, digital images of artists works as well as in person review will be in place. Jurying votes will be done via Survery Monkey.

Board Member for Events is Needed:

Please contact the board if you are able to fill this position. It will be an easier task than usual this year due to Covid restrictions so it's a great time to learn the ropes!

AOTG Secretary:

Diane Tharp is our AOTG Secretary. Diane records the minutes for AOTG Board Meetings and AOTG Membership Meetings. All Board and Membership Meeting Minutes are posted on our gallery website under the Member Log-In section in draft form, and later in final form. Membership Meeting Minutes are also sent out to all members via email. Diane keeps a binder of hard copies of all minutes.

The password for the member log-in on our website is: MeMb2Xy

Treasurer:

Stacy Pedri would like to remind everyone that, as per our member agreement, we are supposed to issue a \$15 late fee for any rent not paid by the 15th of each month. We now have an easy way to pay rent via the email invoice sent on the 1st of each month. The transition to our new bookkeeping system is going well. With this new year, we will be following the agreement so please have your rents paid by the 15th so you don't incur a late fee.

Also the money counts have been going well. It is still very important to count the cash bag along with the register. This keeps our accounting end accurate which is so important should we ever have an audit.

If you have any problems with the money, count please call me at any time. I am happy to help.

IMPORTANT: DO NOT FILE YOUR TAXES UNTIL YOU RECEIVE YOUR K-1 FORM FROM THE GALLERY. Our accountant, Sandi, has done a lot of research regarding the way K-1's were reported last year. What she found out is that being an LLC, the ownership will be split by percentage like we have always done, but in addition we have to report each artist's commissions on the K-1's as "Guaranteed Payments". We know this caused some concerns last year which is why we felt it was important to research it further. So again, please don't file your taxes until the K-1's are issued. Call Sandi at (925) 808-1143 or Stacy at (530) 906-6005.

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Display Committee:

Susan Stoll has taken over the role of the Display Committee Chairperson. She would like to thank Linda Miller for all her years heading this committee and is thrilled that Linda will continue as a committee member. She would also like to thank Lana Federico, KayLynn Sanderson and Terry Accomando for signing up to help with Display needs. Meg Black Smith is in charge of the jewelry display needs. Contact Susan at stollartandphoto@gmail.com if you have any questions regarding display. Contact Meg at megblacksmith@gmail.com for jewelry display questions.

The goal of the Display Committee is to insure the gallery provides a professional, aesthetically pleasing, and equitable environment to show the work of all our artists. To help us do that, please avoid overcrowding your space. Allow breathing room between pieces so each piece can be appreciated for its unique qualities. Make sure to use consistent, typed labels for your works.

Although the size of spaces vary due to the configuration of our gallery walls, the committee will be doing all we can to ensure that the guidelines are being followed. If adjustments need to be made such as removing a pedestal or shifting a wall item to allow adequate space between artists, Susan will contact the artist.

Many space moves have been scheduled to take place within the next couple of months. The artists involved have been notified. Susan would like to plan moves once yearly, although artists may remain in Suite B for two years due to the limitations of the number of different types of spaces.

The Display Committee is looking forward to working with all of you and doing all we can to keep AOTG "The Best of the Best."

Facilities:

Thank you to Linda Whiteside who will be assisting with the ordering and organizing of supplies.

- Please let us know when we are low on supplies.
- This includes office supplies (tape, print paper, printer ink, etc.)
- Cleaning supplies (paper towels, glass cleaner, supplies to prevent the spread of Covid-19). Covid-19 supplies should be updated on an as-needed basis.
- Packaging (wrapping paper, bubble wrap, tissue, boxes and bags). Meg Black-Smith will be ordering all jewelry supplies.
- Lighting includes new fixtures and lamps. Let me know when a fixture is out. My scheduled time at the gallery is the first and fourth Saturday of each month. I will need help changing fixtures.
- 4-6 volunteers are needed to be trained to help with fixture changes when lights go out. This task includes climbing the ladder and changing out the fixtures I will show each of you how to disconnect the fixtures and install lamps. My plan is to make our fixtures and lighting consistent by appearance, lumen and wattage value.
- Let me know if you have any questions, comments or concerns.

Thank you,
Jenn Norpchen

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Publicity Committee News:

Darlene Riel has taken over the role of the Display Committee Chairperson from Susan Stoll. A big gratitude of thanks goes out to Susan Stoll for her role in this position and in assisting in the transition while taking on her new role as Display Committee Chairperson.

Per the AOTG Bylaws, the Display Committee is responsible for the following:

- Paid advertising
- Magazine Ads
- Radio ads
- Promotion of events
- Newspaper releases
- Press releases
- Customer newsletters
- Create, maintain website(s)

The Social Media Marketing Committee that covers Facebook and Instagram are:

- Laura Bracken, Lead
- Judy Butler
- Sandy Delehanty
- Jessi Brooks
- Doug Parks

Electronic Communications (email blasts) are handled by:

- Keith Smith

Press Releases and Yelp Review Monitoring are provided by:

- Jamie Baxter

Websites are managed by:

- Ann Ranlett : Auburn Old Town Gallery
- Laura Bracken : Auburn Old Town Gallery Shop

Blog:

- Open Position
- Do we want this a part of our website?

2021 Goals and Updates:

The Social Media Marketing Committee is a very busy committee, providing weekly updates, features of artists, etc. on social media. The majority of our marketing in 2020 was in social media and it is proposed to continue into 2021.

Electronic Communications will continue per usual. Ownership to Gmail accounts, etc. have been cleaned up and should be more easily managed under AOTG rather than personal accounts and logins.

Press Releases need to be timely or we will miss opportunities to be featured in the newspapers, local magazines, etc. Jamie will be soliciting for information 3-4 weeks before a press release. Press releases are also passed along to Keith for an email blast if appropriate. Please respond to Jamie within the week of her solicitation so the process may begin.

Our main website for AOTG is being updated by Ann Ranlett. We are changing host services that will be a savings (\$155 per year to \$99 for 3 years) and will also provide a free site security certificate. One goal for 2021 is to obtain a security certificate for the site, providing a positive impression among users. Although not a mandate for the use on the main site, it is important for perception as one can 'click through' a link that goes to the secured Online Shop. The other goals to our website are some upgrades that may include some featured artwork on the front page. Ann took on the web hosting change abruptly on short notice due to timing of our expiration date with the old service provider. She willingly jumped in on this huge task which is under a pressure deadline. Kudos to Ann for doing this and in saving the gallery budget dollars.

The Online Shop was created and is managed by Laura Bracken. It is a secured site that exchanges user information between the browser and website in purchases. Laura's dedication and hours to this effort should be acknowledged and commended. Laura is averaging 25-30 work hours per month. A goal is to identify a backup person that can assist her in this effort. The Online Store, after just 4+ months, is considered a success. It is known fact that if users of the site did not make purchases online, it drew them into the gallery to see more and to make purchases. It is encouraged that all members participate in the online store.

Blog – It has been a part of our website, but has not been kept current. Need a volunteer and ideas of a schedule, relevant topics, and on how often to update.

Respectfully,
Darlene Riel