

Auburn Old Town Gallery
218 Sacramento Street, Auburn, CA 95603
Board Meeting Minutes
January 6, 2021

Call to Order: This Zoom meeting was called to order by President, Shoshana Bilunos at 7:00 pm. Attending: Patty Pieropan Dong, Susan Stoll, Stacy Pedri, Ardith Gray, Diane Tharp, Jenn Norpchen, Darlene Riel

Approval of Minutes, Diane Tharp: The November 2, 2021 Board Meeting Minutes were approved, the motion made by Patty Pieropan Dong and seconded by Jenn Norpchen.

Treasurer's Report, Stacy Pedri:

According to the Profit and Loss Statement for January - November 2020, the gallery is at a year loss of \$9,942.80. Sales in December will make up some of this loss. Stacy will have the updated financial report for the year by our membership meeting on January 18th.

In December, there was a gallery error in processing a debit card sale of \$380, which was processed as a cash sale. This amount could not be recovered so it was a loss to the gallery. There was a discussion about more comprehensive training of new members.

Our bookkeeper, Sandy Sherwood, has problems with the way the gallery K1 forms were completed last year. She consulted a CPA for legal advice for correct processing of K1 forms. The yearly profits should be divided by the number of members for the correct amount of tax responsibility per member. Sandi is also looking for someone to do the gallery taxes which will be due March 1, 2021.

Another issue is that some members are late or behind in paying rent. Rent is due by the 15th of each month and according to the membership agreement the late fee is \$15. It is easily paid online and each member is emailed an invoice. Timely payment will be presented at the membership meeting and late fees will be charged from then on.

The cash count of the cash bag at opening and closing has been better.

The Treasurer's Report was approved, the motion made by Jenn and seconded by Patty.

Membership, Ardith Gray:

New member training was discussed in light of the sale loss of \$380. Further training and new member support is needed. Members need to be trained how to make a new label for a sale when the label won't process or is missing, how to print art wall labels, opening the gallery and how to close at the end of day, etc. Ann Ranlett will be asked to train new members in the POS system, and Ardith will observe so she can help train in the POS system, also. Some current new members may need additional training. Member training will be discussed at the membership meeting this month.

Ardith has two prospective members for jurying in January. One is a collage artist and one is an acrylic painter. Susan Stoll will get their art images sent to members for review and Ardith will arrange for the artists to bring their actual artwork to the gallery for viewing. Members will be informed as to how to review artwork for jurying prior to voting at the meeting.

Publicity, Darlene Riel:

The board welcomes Darlene to the position of Publicity Chair and our board! Darlene has been acquainting herself with the many aspects and responsibilities of the position and her committee members' duties.

Darlene has been discussing the gallery website with Ann Ranlett regarding the possibility of switching to a different host and updating the web design. The website needs a Secure Certificate and Darlene will be pursuing this. Ann said our local provider, Market Trends, can't facilitate this easily. The gallery Blog, found under the heading "News" on the website, is also confusing and should be revised. Darlene has also been trying to learn more about the gallery Yelp and Trip Advisor accounts.

Display, Susan Stoll:

Susan has just started this position and is receiving much support and advice from past chair, Linda Miller. Linda will also continue doing the featured wall display each month. There will be a few moves in January. Susan is reviewing the spaces and learning more about Linda's management system. Susan would like to see each member move once a year and would also like to explore moving even more often than that. Someone from the display committee will match and pick up the paint supplies as needed.

Events: There is no Events Chair at this time. It was suggested that Suzanne Hambleton and Cathy McAllister might be asked to serve in this position. Sunshine also falls under the Events Chair responsibilities. Due to Covid there are no future events planned so this position will not be very demanding for a while.

Facilities, Jenn Norpchen:

The board welcomes Jenn to this position and our board! Jenn has been familiarizing herself with all the different aspects and responsibilities of the Facilities position. She inquired about a Facilities budget for 2021. There were fixtures in the storeroom that do not work, so new ones will need to be purchased. Maintenance includes painting and carpet cleaning. There are other supplies and printing needs. Jenn's concern was staying inside the confines of her budget.

There is an existing Amazon account for the gallery, which will have the purchase history for supplies.

The gallery needs more wall and pedestal paint. Members moving to new spaces are requested to paint the entire space or pedestal this new year. Touch up painting will not be adequate. Susan will purchase the paints matching the wall and pedestal colors.

Jenn brought up the concern that we don't have appropriate EXIT signs that light up when power goes out. Businesses can be cited when this isn't up to code. Jenn will ask the building owner, Nancy Johnson, about providing this for the gallery.

Old Business:

Hours: There will be no change in gallery hours at this time.

New Business:

Gallery Gift Cards: Many businesses offer gift cards or gift certificates. Our gallery discontinued gift certificates a couple of years ago. In light of the policy of no returns on purchases, some customers would like to purchase gift cards so recipients can purchase what they like. Gift cards would have to be programmed into Artisan. Stacy will research this and will ask Sandi for advice. She will also ask Laura Bracken what other galleries do.

Adjourn: This meeting was adjourned at 8:45 pm, the motion made by Susan Stoll and seconded by Patty Pieropan Dong.

Minutes submitted by AOTG Secretary, Diane Tharp.