

Auburn Old Town Gallery
218 Washington Street, Auburn, CA 95602
Membership Meeting Minutes
November 16, 2020

Call to Order: This Zoom AOTG membership meeting was called to order by President, Shoshana Bilunos at 7:05 pm. 38 members in attendance. Absent: Terry Accomando, Laura Bracken, Jessi Brooks, Dana Barrow, Cherie Danzer, Terry Green, Gail and Shannon Morgan, Kirsty Roberts, and Barbara Hoffman.

Approval of Minutes, Diane Tharp: The September 21, 2020 AOTG Membership Meeting Minutes were approved, the motion made by Patty Pieropan Dong and seconded by Jenn Norpchen.

Vice President's Report, Patty Pieropan Dong: Patty had no report.

Treasurer's Report, Stacey Pedri:

Stacey reported that at the end of October the gallery had \$10,966.14 in savings and \$6,489.07 in the checking account. October was a very good month for sales. The gallery bookkeeper, Sandi Sherwood, was able to negotiate a lower rate for credit card fees which almost cut the fees in half. This is a huge savings for the gallery.

Stacey reminded members to count the cash bag daily. If the count is off in the register just jot down a note on the daily record sheet or call Stacey. Do not take money out of the cash bag to even out the register. This money is only for changing bills and coins.

Stacey still needs W-9 forms from a few members. They have been contacted. The online rent payment by members is going very well.

Although the gallery does not issue gift certificates anymore, there are still some gift certificates out there. These are still honored and the system will process them. It is OK to give back change for unspent amounts on gift certificates.

The Treasurer's Report was approved, the motion made by Cathy McAllister and seconded by Sandy Delehanty.

Membership Report, Ardith Gray:

Ardith introduced the two newest members, Cathy McAllister who creates repurposed wood items and Suzanne Hambleton, a photographer. We are delighted to have them join the gallery! There will be jurying of artists in January. Calls to Artists need to go out on Facebook and the website.

Publicity Report, Susan Stoll:

Laura Bracken has reported that the online shop has had sales every month. Customers have come into the gallery to purchase items seen on the online shop site so it is difficult to give accurate accounting of sales generated by the online shop. November 25th is the deadline for online shop entries for December. Members should email Laura if they need the guidelines for submitting entries for the online shop or have any questions.

Susan discussed paid ads for Christmas. The Auburn Journal costs \$548 for 3 ads in December. Social Media ads would run about \$100. It was decided to move ahead with the social media ads and skip the Auburn Journal ads this year.

The gallery is still part of the Auburn Old Town Association website, but did not pay the additional fee for a picture. The link to the gallery is still on their website.

Display Report, Linda Miller: There will be no moves until January. Linda will be helping Susan Stoll with her transition as the new Display Chair. Linda has purchased 10 new paint rollers and painter's tape. Let Linda know if there are other painting supplies needed. Starting January, each member needs to fully repaint the entire wall before hanging in a new spot, rather than just touching up spots. Pedestals also need to be repainted as needed.

Sunshine, Dianne Van de Carr: Dianne has been sending out welcome cards to new members and thinking of you cards to members with ongoing health issues. She sent flowers to the new Persimmon Gallery, welcoming them to Auburn. Lorelee Love has taken a Leave of Absence due to her health issues.

OLD BUSINESS:

COVID Issues:

Placer county is back in the purple tier of COVID rating. Gallery staff need to limit customers inside the gallery to 15 total customers at a time. In rainy weather, customers waiting to enter the gallery can wait on the parking lot side which has a cover over the sidewalk. One of the gallery staff will need to monitor customers waiting and entering the gallery. Doug Parks will make a sign stating the maximum occupancy of 15 customers for the door.

Members working their shifts must wear their masks fully covering their faces. If you need to eat, sit aside some distance from other staff while you are eating. Always check with your work partners about their comfort levels about masks if there are no customers in the gallery. On nice days the front door can be propped open to help recirculate air. This is also more welcoming to customers.

Collecting Sales Information: Collecting customers' contact information is very important to gallery members. There have been many instances of this information not being collected from customers making expensive purchases, which is very upsetting to the artist. If customers don't want to be in the system, ask them if you can have their email just for the artist's records and place this in the artist's folder. Once the information is in the system, members can access the customers who bought their items. Please collect the customer's name, city, and email address. New customers can be added on the spot and there is information on how to do this in the POS manual. Keith will put together directions to access individual member's customer information.

Gallery Opening on Tuesdays: Currently the gallery is closed on Tuesdays. It would be beneficial to be open every day during the month of December. Email Shoshi if you are willing to volunteer to work Tuesday shifts in December.

Online AOTG Election: The online election was held and 46 members voted. The new board slate is:

President: Shoshana Bilunos
Vice President: Patty Pieropan Dong
Secretary: Diane Tharp
Treasurer: Stacey Pedri
Display: Susan Stoll
Publicity: Darlene Riel
Facilities: Jenn Norpchen
Membership: Ardith Gray
Events: Open

Committee Chairs and Committee Members:

AOTG Business Liaison: Susan Hambleton
Roster: Darlene Becker
Online Shop: Laura Bracken
Social Media: Laura Bracken (Chair), Louise Bezark (Facebook), Sandy Delehanty and Judy Butler (Facebook and Marketing)
Telephone Tree: Christina Salazar (Chair), Barbara Hoffman, Victoria Brooks, Todd Juchau
Sunshine: Dianne Van de Carr
Tech Support: Laura Bracken, Ann Ranlett, Doug Parks, Keith Smith
Copies: Meg Black-Smith
Nominating Committee: Meg Black-Smith (Chair) Ardith Gray, Christina Salazar, Jane Welles
Extra Shifts: KayLynn Sanderson, Barbie Smith,
Demonstrations (at events): Sonja Hamilton and Patty Pieropan Dong
Staffing Calendar: Chris Foster

The directors for the positions of Display, Publicity, Facilities, Membership, and Events will decide how many committee members they actually need for that committee and will select members from their lists of interested members. Some committees do not require many members. Members who do not serve on any committees will be placed on the Extra Shifts committee.

Artist Information Binder: Linda Whiteside suggested that the Artist Information Binder be updated and available for customers to browse. She volunteered to update this binder. Please email Linda an artist photo and artist statement. There is also artist information in the Staffing Binder. This includes the artist name and media. Chris Foster keeps this up to date.

Adjourn: The meeting was adjourned at 8:20 pm, the motion made by Sonja Hamilton and seconded by Linda Whiteside.

Minutes submitted by AOTG Secretary, Diane Tharp

