

**Auburn Old Town Gallery**  
**218 Sacramento Street, Auburn, CA 95602**  
**Membership Meeting Minutes**  
**January 18, 2021**

Call to Order: This Zoom meeting was called to order by Patty Pieropan Dong at 7:00 pm. Patty welcomed the new board members: Display, Susan Stoll; Publicity, Darlene Riel; Facilities, Jenn Norpchen. Patty also commended and thanked outgoing board members, Linda Miller and Dianne Van de Carr, for their service.

Absent: Terry Accomando, Carol Bellamy, Jessie Brooks, Sandy Delehanty, Terry Green, Barbara Hoffman, Sandy Lindblad, Cathy McAllister, Linda Miller, Morgans, Quinns, KayLynn Sanderson.

Approval of Minutes, Diane Tharp: The Membership Meeting Minutes of November 16, 2020 were approved, the motion made by Jenn Norpchen and seconded by Dana Biello.

Treasurer's Report, Stacy Pedri:

Stacy sent out the current financial reports to all the members via email. The year end report for 2020 showed a loss of \$6,077.14. It would have been \$11,000 without the \$5,000 small business grant that Shoshi and Stacy were awarded. Huge thanks to Shoshi and Stacy for achieving this! Artists' sales totals on this report are not accurate due to the different reporting of sales prior to the transfer of bookkeepers. Previously, rent was subtracted from the sales totals. The correct sales amounts will be recalculated.

The preparation of the K-1 tax forms has been a difficult situation. Sandi Sherwood, the gallery bookkeeper, has not been able to find an accountant willing to prepare these forms and there is mixed information about the correct procedure to complete these forms. At this point we are going to have to have Cathy from CAC Professional Services handle our k-1s and taxes as she has in prior years. Information needs to be turned in to Cathy shortly so there is preparation time. These forms are due March 15th. Members with concerns about the K-1 forms can contact Stacy for Cathy's phone number and can talk directly to her.

Starting February, rents not paid by the 15th of the month will be late and charged a \$15 late fee. The invoices go out via email on the 1st of the month. Let Stacy know if you have not been receiving your invoice.

The Treasurer's Report was approved, the motion made by Linda Whiteside and seconded by Darlene Riel.

Display, Susan Stoll: Susan is in the process of being trained by Linda Miller. Moves are taking place, and each artist moving to a new wall needs to completely patch and paint their entire old wall so it is ready for the new artist. Lana Federico has replenished painting supplies and will continue to do so. Susan reminded members to space their artwork on the walls or pedestals so they do not look crowded or cluttered. Linda will continue doing the Featured Wall. Susan is researching a label maker that would enable making one label at a time and make the label making process simpler.

Facilities, Jenn Norpchen: Jenn will be working at the gallery on the 1st and 4th Saturdays each month. At that time she will be working on facilities needs. Please let her know when supplies are low or there are lighting issues. Dana Biello and Judy Butler volunteered to help with replacing lighting fixtures when needed. Jenn and Dana will also do a monthly inventory of gallery needs.

There was discussion about different sources and kinds of packaging supplies for jewelry and boxing sold items. Many businesses do not offer boxes for purchased items. There is concern that the gallery does not need the large number of box sizes and perhaps should move to only offering boxes for extremely fragile items. Most items can be safely packaged in a bag.

Publicity, Darlene Riel: Darlene thanked Susan Stoll for putting together the very informative newsletter updating members about the committees and changes in the gallery.

Ann Ranlett is changing the gallery's web host services which previously charged \$150 per year. The new service charges \$99 for three years. The gallery also will now have a Secure Certificate, which will make viewers feel more comfortable viewing the site.

There was discussion about the Gallery Blog, which is listed under News on the website. Currently, there is no one updating the blog and there was discussion as to whether or not there is interest to continue this blog since there is so much information about the gallery on social media. Darlene might send out a survey indicating interest in continuing the blog.

Darlene presented the 2021 Publicity Budget of \$3,411, which is \$21 less than last year's budget. Gini Crepps also volunteered to help with printing set up and printing through an affordable company she uses. The Publicity Budget was approved, the motion made by Linda Whiteside and seconded by Gini Crepps.

Membership, Ardith Gray: The two artists that were to be juried at this meeting opted to wait until the next jurying meeting in March. Merridee Smith's art mugs were juried in, the motion made by Ardith Gray and seconded by Susan Stoll.

Events Committee: There is no chair for Events at this time. Interested members should contact the board.

Old Business:

Online Store, Laura Bracken:

There have not been many submissions for the online store this January. New submissions each month are crucial for keeping the momentum and interest in the online store. The deadline for submissions for the following month is the 25th of the current month. Contact Laura if you need the instructions for submitting items for the store.

There was discussion about shipping of items on the online store and in the gallery. Laura can be contacted for information about shipping. Dianne Van de Carr shared about a company called Pirate Ship that will ship from your home and is very easy and convenient.

Laura commended the Social Media team who are making a huge presence on Facebook and Instagram. Laura reminded members to respond to these posts with Likes, comments, and

shares which will greatly expand the audience. She is also willing to do a Zoom training for members interested in learning more about social media.

New Business:

Committee Membership: Patty reminded members that each member needs to serve on a committee. Members can express their interest as to which committee they would prefer, however the Committee Chairs need to determine how many members they need for their committees and limit membership to that number. Committee Chairs are also looking at their duties to see if new positions and responsibilities can be delegated to committee members.

Gift Cards: There was discussion about the possibility of having gift cards or gift certificates again in the gallery. Gift certificates were discontinued due to the many errors in inputting them in the POS system which created bookkeeping problems. When the POS system is updated, gift certificates would be an easier part of that new system. Doug Parks, Ann Ranlett, and Keith Smith will explore possible gift card options.

New Computer and Laptop: Doug Parks is researching new computer systems with offsite support and is open to recommendations. He is also looking at a laptop for back up and making price tags and art labels without tying up the computer. He also suggested a second bar code printer so there would be one for the jewelry barbell labels and one for the art labels. Doug will submit a proposal of costs for these items to the board. When the new POS system is updated, Keith will need to revise the POS manual. Send suggestions for improvements and clarifications in the manual to Keith.

Personal Sales Contacts: Keith will send out directions about how to access the list of customers purchasing your artwork.

Gallery Hours: Gallery hours will stay the same. Closed Tuesdays.

Adjourn: The meeting was adjourned at 8:28 pm, the motion made by Sonja Hamilton and seconded by Gini Crepps.

Minutes submitted by Secretary, Diane Tharp