

Auburn Old Town Gallery
218 Washington Street, Auburn, CA 95603
Membership Meeting Minutes
September 20, 2021

Call to Order: This Zoom meeting was called to order by President, Shoshana Bilunos at 7:05 pm. Members not present: Terry Accomando, Don Antram, Darlene Becker, Jessi Brooks, Amy Conley, Gini Crepps, Cherie Danzer, Sandy Delehanty, Linda Whiteside, Lana Federico, Sandy Lindblad, Morgans, Patty Pieropan Dong, Quinns, Ann Ranlett, Christian Salazar, Susan Stoll.

Approval of Minutes, Diane Tharp: The May 17, 2021 Membership Meeting Minutes were approved, the motion made by Jenn Norpchen and seconded by Stacey Lamothe.

Vice President's Report, Patty Pieropan Dong: Patty was not able to attend, so there was no report.

Treasurer's Report, Stacy Pedri:

August financials ended with \$1,123.15 profit. Our total assets are \$31,379.47, and our net income through August is \$2,742.56.

Stacy sent out an email to all members with directions for closing the books at the end of the work day. Be sure to read it. Call Stacy if you have any problems or questions about closing. Stacy is also open to any suggestions for improving the process. The biggest problem is when the cash count and Artisan don't match. It is very important to leave \$150 in the drawer, so do not remove money to correct Artisan. It is also very important to count the cash bag at the end of the day.

The Treasurer's Report was approved, the motion made by Keith Smith and seconded by Ardith Gray.

Events, Stacey Lamothe:

Stacey reported on the Old Town Co-op. This event was very well attended and the gallery made about \$1,100 in sales. Sonja Hamilton, Don Atram, and Ann Ranlett did demonstrations for this event. Stacey had a discussion with Susan Rushton from the Auburn Journal. Susan might do an article about the gallery.

Gia McNutt reported about the gallery membership mixer planned for Oct. 7 from 6-8 pm at Lone Buffalo Winery. (It was decided a few days after this meeting to postpone this event until the spring due to low participation.)

Gia also sent out an email about the gallery being a distribution center of materials for the Placer Artists Studios Tour in November. Her email explained the process for recording what materials are distributed and to whom. Gallery members participating in this tour who were not at the Pot Luck informational meeting will find their materials in their folders in the gallery. Gia urges participants to distribute all materials taken.

Publicity, Darlene Riel:

Membership Anniversaries: Members who responded to Darlene's poll to participate in acknowledging their month and year of their AOTG membership will be solicited to participate in an interview and be highlighted on our website and in social media. A new tab ARTIST SPOTLIGHT was added to the home page. The links bring up a photo of the artist that includes his/her name and month/year of gallery membership along with the interview. These are also linked to the NEWS page of the website. Postings began in August 2021.

AOTG Website Artist Page: There are 7 artists listed without a link to a bio and example photos of their artwork. These artists have been solicited for this information so every artist is represented in the gallery.

Online Shop: The online shop is bringing people into the gallery even though customers may not purchase online. Laura Bracken works diligently to keep the online shop current and active.

- **Submit only items that are in the gallery on the date you submit:** Laura is now trying to process submissions in real time rather than having them go live at the start of the month. Please do NOT submit an item for the online shop unless it's already in the gallery.
- **Watch for the pop-up notification during the sale and get the POS # of the item:** We are trying to phase out the green stickers, so the most important thing to pay attention to is the pop-up that shows on the POS identifying an item from the online shop. For that sale, Laura will need the POS # and the item's price, so be prepared to answer those two questions when you call with the information about the sale. It is important to call as soon as possible after the sale.
- **Know what you have listed in the online shop:** Some items have been in the online shop for a very long time and an artist may have forgotten about the listing. Please familiarize yourself with what you have listed in the online shop (you can search on your name in the online shop and you will see your items)... and report to Laura if you remove any of your listed artwork from the gallery. When an item is sold it will still show up in the listing for the remainder of the month, but it will be listed as SOLD.
- Laura also advised members during sales to always check that the price in the POS system matches the sales tag. There is a sheet with a list of all online items. When listing new items do not reuse past item numbers, especially if there is a price change. This can cause problems in the listing. Ideally, keep listed items in the gallery for 2-3 months. Laura is also looking into conducting a member workshop for members wanting to get involved in the online shop.

Updated Brochures: The new brochures have been printed. Kudos to Gini Crepps who created the brochure and to Susan Stoll for her guidance and sharing of files from the previous brochure. Gini was able to get exceptionally low pricing due to her professional contacts. Darlene is in the process of developing a current distribution list for the brochures.

Monthly Press Releases: Jaime Baxter put out a call for recommendations of publications for press releases. She also solicited for help to update the contact lists, inquire about deadlines, etc. Jaime could use back up and assistance for this task. There is also a need to update a press release list and include deadlines for these publications. This information may change the timelines on how we send out these announcements.

Social Media: Laura advised that members on Facebook can support the gallery by “like”ing as many posts as possible. It is even more valuable to comment with 4 or more words. Sharing the gallery posts is also very helpful. If the gallery page is not showing up in your feed, find it in Search and then respond to posts. Send Laura images of new work in the gallery including awards, shows, new techniques, classes, human interest stories, etc.

KVIE Auction October 2021: We had about 3-4 artists participating in the KVIE Auction associated with the AOTG. We needed 6 artists to participate in order to have a representative for a live broadcast. Congratulations to those artists that were accepted. Please coordinate among yourselves in getting your artwork into the auction.

Placer Arts Tour November 12-14, 2021: AOTG is listed in the brochure and will be participating in the tour. Information about this will be added to the AOTG website, email blasts, and social media posts. Artists will be welcome to come and volunteer in the gallery during the tour, greeting customers and/or doing demonstrations.

Upcoming Events:

Old Town Halloween Trick or Treating on October 31. The gallery will pass out candy.

Classic Christmas on the weekends of December 11 and December 18.

Sunshine Report, Carol Bellamy: Carol invites members to keep her informed of any other members with health or other issues so she can send them cards or flowers when appropriate.

Display, Susan Stoll: Susan sent a report since she could not attend this meeting.

3D Artists: Linda Miller and Susan measured all the 3D half-spaces and found that many had expanded beyond their allotted amount of space. A letter was sent to the artists asking who would be interested in being full space members and who prefers to scale back their spaces and remain half space members.

Louise Bezark will be considered a full space member effective October 1.

Cathy McAllister will be considered a full space member effective October 1.

Kirsty Roberts will expand to be a full space member effective October 1.

Jenn Norpchen will remain a half space member and has scaled back her display area.

Susan is still waiting to hear back from Todd Juchau or Carol Bellamy.

Mary Lou Anderson has been informed that she can add another row of cubes to her display as she is a full space.

2D Artists: Sylviane Giacoletto has given notice that she will be leaving the gallery at the end of September. Gini Crepps was next in line for the full space and she wishes to remain on the waitlist at this time. Don Antram was next on the list and he will contact Sylviane to arrange his space move/expansion.

Upcoming moves include moving Ardith Gray and Suzanne Hambleton to Suite B, Barbara Hoffman to another spot in Suite B, and Susan Stoll to Suite A. Future moves have been tentatively scheduled for the year.

Most of the gallery has been painted and it looks much cleaner. There is a half wall space available and a space for one 3D artist.

Facilities, Jenn Norpchen: Jenn continues to order supplies and keep the storeroom organized. Sanitizing counters and items that are handled need to be done several times a day, not just at

opening or closing. Dana Biello-Barrow requested that artwork left in the storeroom be labeled with the artist's name, phone number, and an explanation of what it is. She will clean up the coffee station and replace old supplies. Members need to clean up after themselves when using the coffee maker or microwave.

Membership, Ardith Gray: Ardith Gray and Suzanne Hambleton presented two artists for jurying. Folders with the artist information and images were previously emailed to all members.

Sofya Kobayashi makes beaded artwork and is currently an artist at High Hand Gallery and Gold Country Gallery. Sophia may not be able to work shifts but this will be addressed if she is juried into the gallery.

MaryLou Anderson is already a member of the gallery with her glass art, but is presenting glass jewelry for jurying.

A simple Survey Monkey ballot will be sent out to members by Friday. New "Calls to Artists" will need to be posted on the gallery website and on social media.

Adjourn: The meeting was adjourned at 8:45 pm, the motion made by Stacey Lamothe and seconded by Dana Bilello-Barrow.

Minutes submitted by AOTG Secretary, Diane Tharp.