

Auburn Old Town Gallery
218 Washington Street, Auburn, CA 95603
Membership Meeting Minutes
January 17, 2022

Call to Order: This Zoom meeting was called to order by President Shohana Bilunos at 7:00 pm. Our newest gallery member, bead artist Sofya Kobayashi, was introduced. Shoshi briefly described this new year's theme of "Refresh" for the gallery. This refresh includes new carpeting, reconfiguring the Membership Committee, and many other ideas that will improve and refresh the gallery. Members absent: Jane Wells, Sandy Linblad, Todd Juchau, Cherie Danzer, Don Antram, Jenny Benoit, Lana Frederico, Barbara Hoffman, Cathy McAllister, Janis & Kelly Quinn, Christina Salazar, Linda Whiteside, Sonja Hamilton.

Approval of Minutes, Diane Tharp: The November 15, 2021 Membership Meeting Minutes were approved as corrected, the motion made by Stacey Lamothe and seconded by Jenn Norpchen. Diane shared that there is now a APTG Minutes binder containing both Board and Membership Minutes and this binder will be located in the cabinet with the POS and Staffing binders.

Treasurer's Report, Stacy Pedri:

Stacy reported that there is \$24,460.93 in the gallery checking account, \$10,967.42 in the savings account, and including petty cash, the total is \$38,610.79. December 2021 was the best month with almost \$49,000 in sales, compared to \$39,000 the year before. December ended with a negative balance of \$-3,470.54 because there was no rent charged to gallery members and half of the flooring cost (over \$6,000) was paid in advance. The gallery still owes about \$6,000 for the new flooring but this will mostly be covered by the gallery's \$5,700 cash reserve. The year end profit was \$2,021.06. Our accountant has until March 15th to distribute the K-1's, but hopefully they will be ready before then. Be sure your mailing address is correct, as they will be mailed when completed.

There have been many issues with inventory in the POS system. Members need to clean up their inventory. Make sure all items are coded correctly, with removed items deleted or indicated as "0". Wall tag prices must match price stickers. The POS binder has directions for accessing your listing of inventory. Keith Smith and Stacy Pedri have both offered to help reset your inventory or help answer inventory questions and issues. Keith is happy to come into the gallery to help and Stacy can help remotely from her computer.

Vice President's Report, Patty Pieropan Dong:

Patty is available to help with gallery issues and interpersonal issues within the gallery. Patty reminded members how important it is to capture customer's contact information, especially for large purchases. If the customer doesn't want to be on the email list, ask them if they can leave their contact info for just the artist and place this in the artist's folder.

Committee Reports:

Membership, Ardith Gray:

There will be 7 artists to jury with a good variety of mediums including mosaics and weaving. The gallery needs to build up the Waiting List so empty spaces can be filled as soon as possible.

Publicity, Darlene Riel:

Darlene presented the Publicity budget for 2022. It will be about the same as last year's budget of \$3,400. The fees to Auburn Old Town Association are \$900, \$514.55 of this goes to a special city assessment tax for improvements in Old Town. It was observed that this tax should not be part of the Publicity budget, and Stacy Pedri said she will look into adjusting this in the gallery budget. Participation in the Placer Arts Studios Tour will continue this year as this was very well worth the \$300 fee. Boosts on Facebook are budgeted for \$1,200, which is a very effective means of promotion. The gallery also has a quarter page ad in the Discover Auburn magazine. The gallery brochure is paid for by the artists featured in the brochure, so there is no cost to the gallery for this. The Publicity Budget was approved, the motion made by Stacey Lamothe and seconded by Ardith Gray.

Be sure to let Laura Bracken and Gini Crepps know about any special shows, events, awards, classes, etc. that can be shared on Social Media and our website. When posting your own personal art posts on Facebook, tag the gallery in your posting so Laura can see these. (To tag type: @auburnoldtowngallery. This will show the link in a window and you can click on that link to tag.) The Artist Spotlights in the website and on Facebook have been very popular. Darlene will resend the email with the interview questions and image requests for these Spotlights. Keith Smith and Jaime Baxter have been putting together monthly email blasts. Please be sure to send them your images and information as soon as the requests go out for the monthly feature art theme, so these can be prepared in time for the eblasts.

Events, Stacey Lamothe:

With the current COVID situation, events are very iffy. The Old Town Association is not hosting the Taste of Chocolate this year. There has also been no information about Art Walks or Co-ops. The gallery will be doing a promotion in February, giving away hand-painted clay hearts to all customers making a purchase. Mary Cargile has made 230 clay hearts, and she and Linda Miller have painted these for this promotion. Many thanks for their time and effort! This promotion will last all of February or until the hearts have all been given away. The Publicity Committee will be sharing this promotion on Social Media and our website.

Display, Susan Stoll:

Susan has created a gallery map for each artist showing all the locations in the gallery that artist has been in. These maps will be in the artists' files. Please look over your map and let Susan know if there are other locations you have been in so she can update her files.

Facilities, Jenn Norpchen:

The new carpeting has been ordered and Jenn is starting the planning for installation. Installation will take two days, during which the gallery will need to be closed. This installation will mostly affect 3D artists, who will need to supervise or move their artwork during the move, if

possible. Jenn's Display Committee will need help with moving pedestals, cabinets, and artwork if needed. Jenn also needs help with the disconnect of the wiring tangle under the printer. Doug Parks and Ann Ranlett will help with computer disconnect and hook up. Jenn hopes to optimize artist space in the gallery, would also like to see better cabinetry and counter surface, and better use of sales area space. It would be helpful to improve the wiring situation at the sales desk. It would also be beneficial to have a separate area for non-scheduled artists who come in to work on their inventory in the gallery. Jenn needs members to volunteer for a committee to help with this redesign of the desk area. Please email Jenn if you would like to help with this committee.

Old Business

Membership Agreement:

Shoshi, Diane Tharp, and Stacy Pedri have been working on updating the Bylaws and Membership Agreement. The Membership Agreement draft was emailed to members and included eliminating half spaces over the course of 2022. After analysis of this proposal, Susan Stoll and Linda Miller had concerns that this would result in not having enough artists to fill all the staffing slots on the monthly calendar. Reconfiguring for only full spaces presents problems, also. The Membership Agreement proposal will return to the full and half space language.

Please read over this proposal carefully, and send your suggestions, concerns, or questions to Shoshi, Diane or Stacy. At the end of January, Susan Stoll will send out a vote via email for approval of the amended Membership Agreement.

Membership Committee:

The Membership job is a huge commitment with many components. Shoshi will be meeting with Ardith Gray and Suzanne Hambleton to analyze all the different jobs involved in Membership (Calls to Artists, jurying process, training, mentoring, record keeping and communications, etc.) The intent is to put together a joint committee which will share these jobs and responsibilities among the committee members, who will also share or assign attendance at Board Meetings.

Sunshine, Carol Bellamy: The gallery members send out their condolences to Shannon Morgan for the loss of her mother, Gail Morgan. Gail was a long term member who contributed so much towards the growth and quality of the gallery. She will be hugely missed.

Adjourn: The meeting was adjourned at 8:40 pm, the motion made by Patty Pieropan Dong and seconded by Sandy Delehanty.

Minutes submitted by AOTG Secretary, Diane Tharp.