

Auburn Old Town Gallery
218 Washington Street, Auburn, CA 95603
Board Meeting Minutes
April 20, 2022

Call to Order: This board meeting was called to order by President Shoshana Bilunos at 6:30 pm at the gallery. Attending: Shoshana Bilunos, Patty Pieropan Dong, Diane Tharp, Susan Stoll, Darlene Riel, Ardith Gray, Stacy Pedri, Stacey Lamothe. Absent: Jenn Norpchen

Approval Of Minutes, Diane Tharp: The March 15, 2022 Board Meeting Minutes were approved, the motion made by Patty Pieropan Dong and seconded by Stacey Lamothe.

Vice President's Report, Patty Pieropan Dong:

Patty has been corresponding with Lana Federico and Linda Whiteside concerning the termination of their Shared Space. They each have their separate artwork and separate financials and are actually operating as two half spaces. Lana and Linda are maintaining that the current language in the Bylaws and Membership Agreement allows them to keep their Shared Space status. The board discussed this and determined the current language allows for discrepancies in interpretation. However, the board's intent is to eliminate shared spaces completely in the interest of equity for all. The board voted unanimously to amend this language in the Membership Agreement, eliminating Shared Spaces completely and only allowing Full and Half Spaces going into effect June 1, 2022. This motion was made by Stacy Pedri and seconded by Stacey Lamothe. This amendment will have to be ratified by the Membership since it will alter the Membership Agreement. Susan Stoll will put together an online ballot for this purpose.

Treasurer's Report, Stacy Pedri:

Stacy reported that the March financials were negative -\$3,769.14. This was due to the payment of taxes (about \$1,700) and the accountant fees (about \$1,000). There might be an additional late fee for the filing of the K1's, which were accidentally delayed. The year to date financial report is negative -\$3,590.33, This is not a concern as it will be made up by sales during the year. There is currently \$10,967.69 in Savings and \$15,629.52 in Checking. The Treasurer's Report was approved, the motion made by Patty Pieropan Dong and seconded by Stacey Lamothe.

There was discussion about a shipping issue. Shipping has been eliminated from the POS system, but a member still added a shipping code which created problems. Artists need to handle shipping separately with the customer. Stacy will send out an email explaining this situation with the membership.

Display, Susan Stoll:

Susan is looking to purchase new glass and brackets for assembling the glass display cubes. The hexagon glass display case also needs more lighting strips. There was discussion about the gallery policy of reimbursing 50% of member's expenses for display materials up to \$100. These requests need to be approved by the board in advance. However, in this situation

if the artist leaves the gallery the display materials stay in the gallery. Artists can always purchase their own display materials with approval from the Display Chair.

There are three half spaces open now. There are also two 3D spaces open.

The storage space needs to be overhauled, removing unusable items to make room for unused pedestals and other things. Susan and Jenn are also planning to move the ribbon rack to a new location.

Facilities, Jenn Norpchen: Jenn was not able to attend this meeting. There was also discussion about standardizing the kind of lighting used in the gallery. Some of the lights only illuminate a few feet and are pretty ineffective.

Membership, Ardith Gray:

The next jurying session will be May 16, 2022. This will take place in person and online. Gia McNutt (clothing), Barbara Steffen (glass jewelry), Carolyn Clark (photography), Roland Chamberland (acrylic paintings) and Vlatka Varga (mixed media) will be juried at this meeting. Suzanne Hambleton is putting together artwork images and Christina Salazar is gathering artist info. There was discussion about the importance of rebuilding a waitlist in reference to the jeweler and photographer who are jurying.

Ardith presented her resignation as Membership Chair as she feels she would be better suited for a different position in the gallery. Shoshi and Ardith will discuss other committee position options.

Publicity, Darlene Riel:

Darlene is continuing to update gallery emails and passwords making them gallery based emails rather than individual member emails. Each committee should have their own gallery based email. Stacey will create one for Events. There was discussion about creating a more user friendly password for the member access on the gallery website. Darlene is also managing the eblasts from the gallery on Mail Chimp. Ann Ranlett will take care of this in June when Darlene is out of town.

Darlene needs to be informed of the official start dates of new members for the Member Anniversary records and Social Media posts. She will coordinate with the Membership Committee. The Anniversary posts are going well and well received.

There was discussion about website concerns. The Events Tab was empty for a couple of months. After discussion the board decided there needs to be a refresh of the look and format of the website. Shoshi will discuss this with Ann Ranlett and it was suggested that Ann be invited to the next board meeting to further discuss this refresh of the website.

Events, Stacey Lamothe:

May's theme is the Collaboration of Artists artwork and there will be a reception May 19th from 5-9 pm, which will coincide with the Old Town Co-op. Stacey needs more volunteers in all areas of the gallery. Patty Pieropan Dong will do an outside children's activity. There will be artist demos and artists are encouraged to attend and discuss their collaborations with customers.

September 15 is the Old Town Co-op. It will run in conjunction with the September Sale. We are considering doing our VIP Event on November 11th in conjunction with the next Co-op and studio tour, with demos through Sunday, the 13th. This will be discussed at a future board meeting.

Doug Parks is managing the KVIE auction and the artists participating on behalf of the gallery. He will also be presenting the artwork for the gallery at the broadcast of the auction on TV.

Old Business

Updating Bylaws: The Bylaws Committee consisting of Shoshi Bilunos, Stacy Pedri, and Diane Tharp will be meeting to finish the draft of the revised Bylaws. When ready they will be presented to the membership for an approval vote.

Permission to Sell Gail's Glass Jewelry: Shannon Morgan asked permission to sell Gail's jewelry in the gallery and give the proceeds to her grandchildren's trust. The gallery will still receive the 20% commission. The board gave Shannon approval to do this.

AOTG Online Shop:

Laura Bracken was invited to this board meeting to be part of the discussion of the Online Shop. Laura has been managing the Online Shop and provided a list of the many responsibilities of this position. Originally, Laura's understanding was that she would manage the Online Shop (which amounts to about 40 hours a month) instead of working shifts. Laura was offered payment for her services but felt it was in the best interests of the gallery to not take payment and just not work shifts.

The Online Shop is not profitable financially, however, the board feels it is of great value as a marketing tool. There are many visits to the site and customers come into the gallery to purchase art seen on the online shop.

The board feels this is too large a job for one person and is moving to get away from special treatment of members. Board members work many hours and have to work one shift a month. The goal was to have Laura work one shift and still manage the Online Shop with reduced work load. Laura has had difficulty finding committee members who can be as detail focused as needs to be for the maintenance of sales, removal of art, and additions of art to the online shop. Inventory control is crucial since art must be available if it is listed online.

After discussion it was decided to modify the Online Shop to an Online Gallery with no online sales link. Interested customers can call the gallery to find out if the item is still available in the gallery or by contacting the artist themselves. Information posted about each item will include the image, title, artist, dimensions, and brief description. Sales can be arranged over the phone, through the artist, or the customer can come into the gallery and purchase the item. This change would remove the pressure of inventory control and sales follow-up. Laura agreed this would make the job easier, and another plus would be that all artists could participate more easily. This change will go into effect by June 1st and will be reevaluated after 6 months. Laura will work on the transition process during the month of May. Laura will check with artists as to their interest in participating. Laura will need at least 2 helpers to manage this Online Gallery.

This will free Laura to work one 12-4 shift a month, during which she can update and manage the Online Gallery.

Adjourn: This meeting was adjourned at 8:50 pm, the motion made by Patty Pieropan Dong and seconded by Susan Stoll.

Minutes submitted by AOTG Secretary Diane Tharp.