

Auburn Old Town Gallery
218 Washington Street, Auburn, CA 95603
Board Meeting Minutes
March 15, 2022

Call to Order, Susan Stoll: This Zoom meeting was called to order at 7:12 pm by Susan Stoll. Attending: Susan Stoll, Diane Tharp, Darlene Riel, Stacey Lamothe, Stacy Pedri, Christina Salazar, Ardith Gray, Jenn Norpchen. Absent: Shoshana Bilunos, Patty Pieropan Dong

Vice President's Report: Patty was not able to attend but sent a suggestion from a member that the gallery keep a box of masks under the counter in case a customer asks for one. Everyone agreed to provide this.

Approval of Minutes: The February 9, 2022 Board Meeting Minutes were approved, the motion made by Darlene Riel and seconded by Ardith Gray.

Treasurer's Report, Stacy Pedri:

Stacy reported that the February profit was \$446.77. The year to date profit is \$178.81. There is \$10,967.60 in the gallery savings account and \$25,814.24 in the gallery checking account. Stacy is working towards setting up gallery accounts under the Treasurer's email for ordering supplies, rather than using members' personal emails. Display and Facilities Chairpersons would have access to these accounts. Stacy opened a gallery account with Nashville Wraps. The Treasurer's Report was approved on condition that Stacy would send Diane Tharp the correct Checking Account total. The motion was made by Susan Stoll and seconded by Stacey Lamothe.

Membership, Ardith Gray:

After the recent jurying three new members were added. Current gallery artist Gini Crepps will add acrylic and acrylic/ mixed media to her art media. New artists include silk artist Barbra Paitich and weaver Therese May. The new members will not be brought into the gallery until after the new carpet goes in at the end of March. There are no future jurying dates set at this time.

Ardith expressed concern about the present status of the new Membership Committee and confusion about who takes on the different responsibilities of the committee, especially in terms of these new members. Shoshanna has planned a Membership Committee meeting on March 17th. Hopefully, these concerns will be addressed. The board will revisit the progress of this committee at the April Board Meeting.

Events, Stacey Lamothe:

There are no events planned for the immediate future. There will be no Art Walks this year, and there has been no news about Old Town Co-Ops thus far. The gallery will not have a representative going to the Old Town Association Meetings since Jenny Benoit will be leaving the gallery. Stacy suggested asking for OTA Minutes from these meetings and will ask Jenny to facilitate this.

There was also discussion about planning an event for the April Photography Month, recognizing the gallery's 6 photographers. The photographers will be asked to help plan a reception.

Stacey would like to plan a VIP event inviting the gallery's best customers to a reception offering special discounts on purchases. It was suggested a lesser discount be offered to other customers who happen to walk in. A wine permit or host winery could be explored. Darlene will ask Keith Smith about how he pulled the names of top customers for invites for past events.

There is no gallery members mixer planned for the future since there are no extra funds for this event, and there may still be reluctance by members to attend large events.

Display, Susan Stoll:

Susan has 3 half wall spaces open, even after adding the new gallery members. There was a discussion about opening these spaces to members who would like to temporarily rent these spaces on a month to month basis. Our membership agreement allows members to do this but requires these members to work two extra shifts, pay the normal monthly rent fee, and be in the top 50% of gallery sales. There was concern about having to work 2 extra shifts if only renting a half space. There was also a suggestion that some of the requirements for this rental be temporarily waived in light of the gallery's special needs right now. Susan Stoll, Diane Tharp, and Stacy Pedri will look at the current language and explore this idea.

April is the regional Photography Month and the gallery will be focusing on photography as our April featured wall.

Facilities, Jenn Norpchen:

Jenn was on the road and having signal connection difficulties. She was not able to make her report. Jenn has been sending out updates for the carpeting installation on March 27-29. The gallery will be closed at noon on March 27 and will open on March 31st. Jenn needs volunteers to help with moving pedestals and counters, and artists need to come in to remove their art that is on blocks and pedestals. Artists who can not come in and move their items need to arrange for someone else to do this for them. Dollies will be needed so members are being asked to let Jenn know if they can bring these in for use in the move. Jenn will continue to send out updates as needed.

Publicity, Darlene Riel:

Darlene has been updating and posting publicity about the gallery on many regional sites including Sac 365, Google Business, and others. She has added the gallery email address to these sites, eliminating personal emails as contact info. Darlene is also taking over the gallery Gmail and Mail Chimp accounts from Keith Smith. Sofya is now the lead for the gallery press releases. Darlene has been setting up back-up helpers for committee members who occasionally need help meeting their critical timelines. When these members are out of town or have illnesses, others will be available to help out. Darlene does not have access to the gallery Yelp account. Jaimie Baxter is the contact for that account.

The artist Anniversary and Spotlight postings have been very successful and get the most activity of all the gallery postings. In August the Anniversaries will have made a year of

postings. Darlene would like to continue these postings with different focuses on each artist so the postings will be new and different.

Old Business:

Jenny Benoit, Keith and Merridee Smith leaving Gallery: Keith and Merridee will be leaving the gallery on March 15th. They will be out of the country for two years and hopefully reapply to join the gallery upon their return. They will be greatly missed! Jennie will also be leaving the gallery. We will certainly miss her and her beautiful art, as well.

New Business:

Members Not Working Shifts or Reduced Shifts: This item was tabled as Shoshi was bringing her concerns to the board about the staffing difficulties in light of many empty spaces and more members leaving the gallery. The gallery may need to look at being closed one day a week until staffing builds up. Board Members only are required to work one shift, but some of them continue to work two shifts. Many Board Members put in huge amounts of time without any compensation or reduced shifts. This will be discussed at a future meeting.

May Featured Art Wall, Collaboration: Linda Miller has concerns about enough members participating in the Collaboration theme for May. She was wondering if the gallery might open this up to collaborations with artists outside the gallery. A concern was paying that outside artist who is not in the POS Payroll system. If the member artist just pays the collaborator, the full sales amount still is credited to that member's income. If two gallery members work together on a project, they will need to place two POS price stickers on the item, each listed as half the total purchase amount and both stickers will need to be rung up with purchase. Susan will send out a survey to determine which artists are participating in this Collaboration Theme.

Adjourn: The meeting was adjourned at 8:45 pm, the motion made by Ardith Gray and seconded by Stacey Lamothe.

Minutes submitted by AOTG Secretary Diane Tharp.