

Auburn Old Town Gallery
215 Washington Street, Auburn, CA 95603
Board Meeting Minutes
August 10, 2022

Call to Order: This Zoom meeting was called to order by President Shoshana Bilunos at 7:08 pm. Attending: Shoshana Bilunos, Patty Pieropan Dong, Susan Stoll, Darlene Riel, Jenn Norpchen, Stacy Pedri, Stacey Lamothe. Absent: Diane Tharp

Approval of Minutes, Diane Tharp: The June 15, 2022 Board Meeting Minutes were approved, the motion made by Stacey Lamothe and seconded by Jenn Norpchen.

Treasurer's Report, Stacy Pedri: There is \$17,033.61 in the gallery checking account and \$10,967.96 in the other accounts. The totals for sales in June were negative -\$715.91. The year to date total is negative -\$1,978.61. It was decided to raise the monthly payment for Sandi Sherwood, the gallery Bookkeeper, to \$500/month. Her time and energy working for the gallery is much appreciated. The Treasurer's Report was approved, the motion made by Darlene Riel and seconded by Susan Stoll.

Vice President' Report, Patty Pieropan Dong: There has been an issue with a member repeatedly paying rent late, needing many reminders from the Treasurer. This takes up much time for the Treasurer and Bookkeeper, and also does not follow the Membership Agreement. It was decided that Stacy will draft a letter which will be kept on file and sent out to members having repeated late rent issues. If a member is late with rent after the 15th of the month a \$15 late fee is imposed. In order to maintain equality for all members, if a member has had repeated months of paying this late fee a letter will be sent stating if another rent payment is not paid by the last day of the month an additional \$50 fee will be added and an involuntary termination letter will be given. Stacy will share this involuntary termination letter draft with the board for edits and approval.

Committee Reports:

Events Committee, Stacey Lamothe:

The annual Anniversary sale will start Monday, September 12 through Sunday, September 18. 20% off all purchases will be offered during the sale. Advertisements about the sale will start September 1st. September 15th will be the Anniversary Reception for our gallery. This reception will coincide with the Old Town Co-op and Oktoberfest. There was discussion about the SARSA organization wanting to join in the reception, and Stacey is having difficulty communicating with them and will give them a deadline for responding.

There was also discussion about the structure of our Annual September sale and the need to have it at the same time each year. There was a motion that the Anniversary Sale be held beginning on the 2nd Monday of September each year through the following Sunday, with 20% off sales during this event. This motion passed, the motion made by Stacy Pedri and seconded by Stacey Lamothe. That gallery has banners for sale promotion.

There was discussion about a VIP event for loyal customers. There has not been a consistent past procedure for this event in the past. It was decided the VIP event should not be part of the gallery anniversary events. Special invitations would be sent out to select customers. It was suggested to ask Keith Smith how this was done in past years. Doug Parks will be asked to figure out how to code a discount for a VIP on the POS system for this event. It was decided to hold the VIP event sometime after the new year. This was tabled until February or March.

Publicity Committee, Darlene Riel:

There was discussion about the new brochure. \$140 of the \$500 brochure budget has been used. The brochures cost \$300 plus shipping for 1,000 brochures. It has been suggested that those members participating in paying for the last brochures not be charged and members new to the brochure would be charged \$10 each. This fee is not to be combined with rent payments and can be paid separately by cash or check with a note indicating this payment is for the brochure. Amy Conley will manage brochure distribution, which is her new committee assignment. Darlene suggested including all 34 interested members in the 2022 Brochure by adding a page and making the 2022 Brochure a double gate folded brochure

Sofya is doing a good job with press releases. Laura Bracken sent out an email explaining the transition of the online shop to an online gallery. Darlene is still getting a handle on the entire management of MailChimp and has reached out to Keith Smith for assistance. Therese May has expressed interest in helping with MailChimp. Ann Ranlett added the "new Google gmail" addresses to the List of Board and Committee Members via the members' access on the AOTG website. Darlene has taken over the Google Business Pages. In general, potential customer activity is up. Our website visits from our Google profile are up 13% last month (July).

The gallery participation in the Placer Artists Studios Tour was discussed. We are participating both weekends - Nov 11-13 and Nov 18-20. The ad in the tour guide is completed thanks to Susan Stoll. Artists will make art donations for a drawing each day of tour (6 art pieces). The gallery gets a feather banner for our barn door and 4 lawn signs to place around Old Town free since we are participating as a gallery. Laurie from Ragged Glory Trading Company in Old Town proposed purchasing jointly a tour banner which would hang over the street. It would be 20' x 3' and needs to be ordered in advance for \$200 plus \$100 fees from the city for hanging and taking down the banner. Our costs would be \$150. The banner would hang for two weeks probably starting in late October. Patty made a motion to purchase and pay to hang this banner, which was seconded by Susan Stoll. The motion passed.

Membership Committee, Suzanne Hambleton:

Suzanne Hambleton joined the online meeting to give the membership report. Janice Quinn and Suzanne are co-chairing the membership committee. There will be three artists to jury at the September 19th Membership Meeting including an acrylic artist, a pastel artist, and a woodworker. It was clarified that 66% of the members voting, not members in general, are required for acceptance. Kathleen Bartell, who was juried in as a member, has not yet been able to bring her things in. Suzanne will be going to Portugal in September, so Jane Welles will be in charge of intake while Suzanne is gone. Christina Salazar is putting together a packet that will include the membership agreement and other forms.

Display Committee. Susan Stoll:

There is a new IKEA display case. There was discussion about different size brackets and different weight of glass to create glass display cubes. The Display Committee is getting quotes for glass for display use. Susan will be consulting with Linda Miller regarding future artist moves in the gallery.

Facilities Committee. Jenn Norpchen:

There have been problems with the outdoor lock. There is graphite spray in the gallery that is a temporary fix. Jenn will be looking for a new lock.

Jenn is still researching different lights for the gallery. She purchased six 75 watt lights to try out at the gallery, costing \$9.10 each. Sofya's case also needs better lighting. Louise gourd art also needs better lighting. Linda Whiteside will be helping with lighting. Jenn will come back to the board with a proposed budget for lighting.

Shoshi cleaned the air conditioning unit, which needs a new filter. Jenn would also like to replace the old fluorescent lights.

Elections: Elections will be discussed at the next board meeting and membership meeting.

Adjourn: The meeting was adjourned at 8:57.