

**Auburn Old Town Gallery**  
**218 Washington Street, Auburn, CA 95603**  
**Board Meeting Minutes**  
**September 14, 2022**

Call to Order: This Zoom meeting was called to order by AOTG President Shoshi Bilunos at 7:10 pm. Attending: Shoshana Bilunos, Diane Tharp, Susan Stoll, Stacy Pedri, Stacey Lamothe, Jenn Norpchen, Darlene Riel. Absent: Patty Pieropan Dong, Suzanne Hambleton

Vice President's Report, Patty Pieropan Dong: There was no report for this meeting.

Approval of Minutes: The August 10, 2022 AOTG Board Meeting Minutes were approved, the motion made by Stacy Pedri and seconded by Susan Stoll.

Treasurer's Report, Stacy Pedri:

There is \$10,968.06 and \$15,793.22 in the gallery accounts, totalling \$26,808.72 including petty cash. Gallery sales in July were negative -\$1,376.37 and year to date totals are negative -\$3,693.10. This higher negative amount was attributed to \$900 for business insurance and \$900 for Old Town Dues. There should be no further large expenses for this year. Last year the total for year to date in July was almost \$10,000 higher. Stacy also had a question for our bookkeeper about the increased tax payment this year and will report back to the board about this. Stacy is confident that this negative amount will be resolved by the end of the year. The Treasurer's Report was approved, the motion made by Darlene Riel and seconded by Susan Stoll.

Committee Reports

Display, Susan Stoll:

Artist moves in the gallery have been planned for the remainder of this year. Susan decided to hold off on the purchase of the thinner glass for display cubes as this glass is very expensive, approximately \$3,000 just for the glass. It was deemed the need for lighting in the gallery should be a priority. If there is money available at the end of the year, then the purchase of the glass could be considered. 3D artists have been touching up their pedestals and the gallery is looking very nice.

Starting January 1st artists will be asked to move their displays on Tuesdays when the gallery is closed. If Tuesdays are not convenient, artists can move their displays before or after regular gallery hours. It is very disruptive having artists making major moves during gallery hours. Minor inventory changes are not a problem while the gallery is open.

At the membership meeting, Susan will also remind artists that they must request pre-approval for reconfiguring their displays or bringing in their own display materials.

Membership, Shoshi Bilunos:

The next membership meeting will be in person on Monday, September 19th at 7:00 pm at the gallery. There will be no online viewing and jurying. The phone tree will make reminder calls

to the membership. Jane Wells is facilitating the prospective artists bringing their work into the gallery for jurying and the pickup of artwork afterwards. Jane is also ensuring the required paperwork is submitted. Shoshi and Kirsty Roberts will be distributing and counting the ballots.

Suzanne Hambleton and Janis Quinn will be co-chairing Membership and will be sharing the duties. Shoshi will talk with them about who will be the Membership Representative at board meetings. Suzanne and Janis will both be out of town the week of this Membership Meeting.

#### Publicity, Darlene Riel:

- **MailChimp** - Darlene was able to figure out how to download customer lists from the POS and imported them into MailChimp to update the customer lists for the gallery's email blasts.
- **POS Information** - Doug Parks had Keith's March 2022 written notes titled *The Role of the Gallery Geek* which contained a wealth of information about the POS regarding client lists, setting up and ending Annual Sale, VIP sale, etc. Darlene added this document to the gallery's Google Drive under Important Documents.
- **Annual Anniversary Sale** - Darlene set up the POS for the sale on Sunday night after closing before the Monday Sale started on Monday, Sept. 12th and will remove it on Sunday, Sept. 18th after closing. Signage for the sale went up on Saturday before Monday's sale started. Customers on Sunday did not notice the sale dates on all the many signs throughout the gallery and were upset they were not getting the sale discount that day. It would be better to put the signs out the day of the sale.
- **KVIE Auction** - Doug Parks took lead on this and will represent our participating artists. His taping will air at 2 pm Saturday October 1st. There are already bids on AOTG artists' works! Congratulations to Sandy Delehanty for having her painting on the cover of September's KVIE Programming Guide as well as a page inside announcing the 2022 Art Auction. Congratulations also to Louise Bezark for winning the Juror's Award with one of her gourds. This information will be shared on Social Media and the website page News.
- **Auburn Symphony & Artist Collaborations** - Three of our artists (Gia McNutt, Diane Tharp and Gini Crepps) have been selected to display and/or be featured on the Symphony's brochures. Darlene would like to place a sign at each artist's display in the gallery to note their collaboration. Darlene will also alert social media with this information. It was agreed to allow the Auburn Symphony to have brochures in the gallery advertising their events and Susan Stoll will find a place in the gallery to set up their display.
- **Auburn Wine, Ale and Food Festival**, Saturday October 8, 2022. The cost is \$250 to participate and have food or beverage served in the gallery. Darlene could not find online registration which was concerning. Also, since the Publicity 2022 budget balance is about \$260 for the remainder of the year and the timeline was so short, it was decided to decline participation in this event this year, but express interest in participating in future years.
- **Placer Arts Studio Tour** -The gallery is participating in the Placer Artists Studio Tour coming up in November for two weekends, November 11 - 13 and 18 - 20. Donations in place for a daily drawing. Darlene is working with Gia McNutt and Ragged Glory

Company to hang a banner over Maple Street. The costs for the banner are more than anticipated at \$207, but the dates on the banner can be changed each year for about \$50 so it will be reusable.

- **Laura Bracken Resignation** - Since Laura took over the social media aspect of Publicity she has organized the team each week on what/who to post. She's created a fair rotation to highlight every artist in the gallery. The online shop/gallery will have to be discussed and what happens to its management or to let it go. We paid for the domain name through July 2023; Indiemade is the webhost and costs are \$19.95/month and Darlene doesn't know if that is also prepaid for the year. Laura also set up and monitors [aotgshop@gmail.com](mailto:aotgshop@gmail.com). There was discussion about letting the online shop go, which would save \$19.95 in monthly charges. Shoshi will have an exit interview with Laura and will get her thoughts and advice about managing the Artist Highlights and her other duties.
- **Gmail Accounts**- Darlene set up gmail accounts for Committees and Board to eliminate members using their private emails for gallery business. Darlene uses and monitors two accounts: the already established auburnoldtowngallery that is exclusively for MailChimp and the Alarm System communications. Darlene will monitor Google Business on this account and create monthly posts about our Feature Wall, Sale, etc. She also monitors Goggle Reviews and responds to customers. The second account Darlene uses is aotgpress. Sofya uses this for the monthly feature and press releases. Dalene is now using it for the Brochure, Anniversary Spotlights, Photography Month, Placer Artists Studio Tour, and Misc emails like the Symphony collaboration and Annual Sale.

Darlene does not monitor or look at the accounts of Events, Display, Membership and Board. These new emails are available to our membership and are posted to our Members Page on our website as reference. There was discussion about a member concerned that there was no response to an email sent out to the board using this email address. Shoshi and the board had the understanding that all board members received these emails, but they only go to Shoshi. Darlene will look into the possibility of adding board members to this email. Meanwhile, Shoshi will forward all relevant emails from this address to the board members.

There is a Master List of these accounts and their passwords. These passwords must not be changed unless absolutely necessary. If they are changed, let Darlene or Ann know to update the Master List. Do not implement 2-step verification on any account using your personal information or phone number. We want these accounts 'open' to the next Chair/Leads of these Committees. It usually takes one single login approval from a new source and location to continue with regular login access. Darlene will assist anyone having problems with these accounts. The use of labels to separate our emails for specific topics is very helpful and reduces the clutter.

There was discussion about the designation of duties for members on Publicity. This has not been communicated clearly to the Gallery Geeks. Shoshi will talk to Ann Ranlett and Doug Parks about their understanding of their duties. It was suggested that job descriptions be reviewed and finalized prior to elections this year. Stacy Pedri as Treasurer will be responsible for the POS setup for the annual 20% sale in the future.

### Facilities, Jenn Norpchen:

Jenn has installed all the new lights and changed out the old ones, and the old lights are boxed up for future use. There is a mixture of warm and cool colors of lighting. Jenn has eliminated 15 fixtures and reduced the fixture "look." She thinks the lighting has improved the viewing of the art work, but has not had the opportunity to see it at night.

The ribbons for gift wrapping are not ordered yet. The colors of the ribbons will be burgundy, black, and two off-white shades. A shredder for the ribbons has been ordered.

### Events, Stacey Lamothe:

The Old Town Co-Op/ Oktoberfest is September 15th and everything is in place for this event. There will be a reception in the gallery with refreshments, demonstrations, and extra staffing. The Placer High All Class Reunion is on October 1st from 5:00 to 11:00 pm. The streets will be closed off for this event. Shoshi will ask Chris Foster to add another staff person to the evening shift for that day.

### Old Business

#### Nominations:

Christina Salazar will be helping with the Nomination Committee organization. The telephone tree is usually utilized with this, but there will also be key persons helping with collecting nominations. There was a short discussion about the possibility of co-chairing board positions or having Members at Large assisting with positions. The goal is to make the positions more manageable. Shoshi suggested having board meetings every other month. There was not time to fully discuss these ideas.

#### New Business:

#### Membership Meeting:

There will be jurying of prospective new artists at this meeting on September 19th at 7:00 pm in person at the gallery. In addition to the Committee Reports, the following topics will be covered:

- Nominations
- Reminder to focus on gallery and customers while working in the gallery (rather than personal work)
- Reminder to not piggy-back on gallery emails for personal messages or requests. The thread of replies gets very confusing and pertinent messages to the subject are hard to follow. Members need to start a new email when asking for shift coverage or other issues.

Adjourn: The meeting was adjourned at 9:00 pm, the motion made by Stacey Lamothe and seconded by Susan Stoll.

Minutes submitted by AOTG Secretary, Diane Tharp.

