

Auburn Old Town Gallery
218 Washington Street, Auburn, CA 95603
Membership Meeting Minutes
November 21, 2022

Call to Order: This meeting was called to order at 7:00 pm by Vice President, Patty Pieropan Dong.

President's Report, Shoshi Bilunos: Shoshi was not able to attend due to illness. Patty read a letter from Shoshi regarding the end of her role as President after her past years of service. We are very grateful for Shoshi's years of service and all the positive changes she has facilitated during her terms.

Approval of Minutes, Secretary Diane Tharp: The September 19, 2022 AOTG Membership Meeting Minutes were approved, the motion made by Suzanne Hambleton and seconded by Mary Lou Anderson.

Treasurer's Report, Stacy Pedri:

Stacy was not able to attend. Patty read her report and comments concerning the end of year financials. October had a positive balance of \$167.64, however the Year-to-Date balance is negative \$5,956.00. Thus far we have had \$2,000 less in sales this year. We are hoping for good sales for November and December.

The topic of being open on Tuesdays has been a concern. Stacy looked back and determined that sales on Tuesdays during the first 5 months of this year was an average of \$316.00. When we closed on Tuesdays from January to May in 2021 the average sales on Tuesdays was \$373.00. Stacy does not feel that being closed on Tuesdays has greatly affected our sales being down.

Stacy suggested that the new board may need to look at next year's financials carefully. With decreasing sales we may need to be forced to look at increasing artists' rents and/or the percentage of sales taken by the gallery. Increasing membership would help with monthly income.

The gallery will not be ordering any more supplies for the year so members need to be frugal with bags, boxes, and bubble wrap. \$2,457.15 has been spent on packaging and another \$406 on labels. Stacy suggests using plastic bags and brown paper and not offering gift wrap unless asked. We can offer the gift wrapping until supplies run out. Each burgundy bag or box costs between \$.56 to \$.65. With tissue and bubble wrap one gift wrap could cost well over \$1.00. Added to the credit card fee our profit is diminished significantly.

Please do not use the burgundy bags or other gallery supplies for personal art removal or storage. Bring in your own packaging for your own artwork. If necessary, use the plastic bags.

There was a suggestion that the gallery start charging a fee for gift wrapping. This is something the new board might consider.

The Treasurer's Report was approved, the motion made by Sandy Delehanty and seconded by Stacey Lamothe.

Introduction of New Members: Our new jeweler, Ron Runtinelli, was not able to attend. His jewelry is now on display and looks beautiful! Welcome, Ron!

Committee Reports:

Publicity. Darlene Riel:

The Placer Artists Studios Tour was a huge success for the gallery. Darlene was there all 6 days of the tour and the customer turnout and sales was very good. There was some competition with the Mandarin Festival the second weekend so not quite as much traffic in the gallery. The musician was excellent and Darlene would like to ask if she would return for the Classic Christmas event.

Sandy Delehanty is taking Laura Bracken's place as the head of the Social media team. It truly benefits the gallery when we share and comment on the Facebook posts. Be sure to follow the gallery page, then LIKE, comment, and share the posts on your own Facebook page. This increases the number of people viewing our posts immensely, and brings more followers and customers into the gallery.

The anniversary updates on Facebook will continue. Please complete the interviews.

Gini Crepps designed the new brochures and they look fantastic. Amy Conley is distributing the brochures to businesses throughout the area.

There will be a special reception on December 17th celebrating the collaboration between the Auburn Symphony and the Placer Artists Tour. Gini Crepps, Gia McNutt, and Diane Tharp had art selected to be showcased on the symphony's advertising posters, brochures, and social media. These artists will be honored at this reception and the symphony is providing a performance by two musicians from the symphony. There will be a display promoting the symphony. The reception will run from 5:00 to 7:00 pm.

Display. Susan Stoll:

Sandy Lindblad and Suzanne Hambleton will be the last wall moves of this year. Space changes happen once a year, and in the back room sometimes every 2 years. Always contact Susan Stoll with any concerns or questions. And remember to get approval from the Display Chairs before purchasing or bringing in your own display items. Also, check with Display before using extra pedestals. They might be intended for other use. There is an immediate space available now for 3D art.

The Featured Display for January will be all the new artists in 2022.

Events. Stacey Lamothe:

Stacey passed around the sign-up sheet for the Classic Christmas events in Old Town December 10th and 17th. Volunteers to set up and take down, help at the sales desk, do demonstrations, and bring treats are needed. Stacey will also send this sign up list to everyone by email.

Stacey gave some suggestions for doing demos when the actual set up is too much to bring to the gallery. Showing step by step progress through examples or pictures are other ways to demonstrate your art process.

Membership. Suzanne Hambleton:

Suzanne is still working on ways to digitize and streamline the online jurying process. Calls to Artists are on the Website and will be posted on Facebook and Instagram. The goal is to have a larger waiting list so vacant sites can be filled immediately. The current waiting list has 4 artists: a jeweler, ceramic artist, pastel artist, and a photographer. The next jurying deadline for artist application is the first Friday of January. Connie McClennan is a new artist starting in December.

There was a brief discussion about fiber artist Sierra Mohr who was jurying at this meeting. She comes highly recommended by several gallery artists who know her. Her works were available to view at this meeting. Online voting will go out after the meeting and be due by noon on Wednesday. Suzanne reminded members to vote for potential members on the quality of their work, not necessarily the current gallery needs. The goal is to have a waiting list of quality artists.

Old Business:

Shutdown of Water and Restroom on November 28-30: There will be no water or restroom open on these dates. You will need to use the public restroom across the street or the gas station restroom.

Keyboard Issue, Doug Parks: There was an issue with the keyboard not working. It could be out of battery (it takes 2 AA batteries located in the cabinet) but very likely the top right button might have been pressed and disconnected the keyboard. This button should indicate #1 to work. Doug added a page explaining this in the POS manual.

New Business:

Open On Tuesdays in December: The gallery will be open on Tuesdays during December, however we will return to being closed on Tuesdays in January. This will be something the new board may revisit if staffing becomes adequate.

Elections: The current list of Nominations and Committee members was distributed. There were a few changes and clarifications made. Susan Stoll will prepare the online ballot and send it out to members by tomorrow. Please be sure to vote as soon as possible. Many thanks to Meg Black-Smith and Christina Salazar for all their efforts on the Nominations committee, and Susan for creating the online ballot. Thank you to all the members who stepped up to take Board positions and major committee lead positions!

Adjourn: The meeting was adjourned at 7:47 pm, the motion made by Louise McGowan-Bezark and seconded by Gia McNutt.

Minutes submitted by AOTG Secretary Diane Tharp.

