

**Auburn Old Town Gallery
Board Meeting Minutes
February 12, 2024**

Meeting was called to Order at 4:03 PM

Roll Call: Present – Connie, Louise, Kirsty, Cathy, Linda, Suzanne, Janis, and Diane

Agenda Adjustments – no

Connie asked if there were any corrections or edits to the January Board Meeting Minutes. As no one had changes the minutes stand as approved.

President remarks: Connie

Connie asked if any of us had placed a folder in the drawer named “president’s folder”. No one had input on that. Discussed old material in folders and decided we could throw away things like Happy Call Sheets and customer information tags. Agreed we should keep former leases in our confidential file in hallway. There is a Business Association call sheet with numbers for different types of emergencies. This will be updated/laminated and placed in agreed upon spot in gallery.

Vice President – Louise

Questioning how we should manage the random “how to” questions or best tips. Perhaps in the form of a Public Service Announcement or mention at the membership meeting.

Treasurer: Kirsty Roberts

Would like Display to share space sizes (ie., half or full space) with her per artists to be used when resignations come in. Kirsty discussed with Linda what we pay for our security system fees. Alert 360 and ADT. They are researching monthly fees and what the cost covers.

In response to Connie’s question Kirsty pointed out where to find and interpret the gallery’s monthly costs in the monthly financial reports.

Discussed safes in the back and which ones we need to keep. Currently there are two and the larger one is never used. Consider selling and also discussed who should have keys etc., Kirsty will research this and report back

Connie asked Kirsty for clarification on member resignation fees as she was recently questioned. Kirsty reviewed the calculation and explained she informs our bookkeeper when someone is leaving and his or her last payment notice is adjusted. The pro-rated portion can be left by check in Kirsty’s folder.

Account balances:

MM balance \$10,987.10

LLC Checking \$23,627.38

Petty Cash \$200

Balance \$34,814.48

Month end profit \$ -481.64

Linda motioned to approve Treasurers Report. Janis seconded.
All in favor AYE - None opposed.

Secretary Report: Janis Quinn

Reported that scheduling is going well.

Publicity Director – no report given as our director has stepped down

Membership – Suzanne Hambleton

Kaz display is set up and beautiful, her training has begun. Still scheduling Rob's training and date to bring in his art. Suzanne will be asking Stacy for assistance entering artist into POS system and to document the steps for our use. As Shoshana has resigned from the gallery this is a vacant spot in one of the tasks of membership committee.

Next planned jurying is scheduled in May. To date we have received one application.

Display: Cathy McAllister

Would like \$300 to replace bar stools in gallery. The current ones are way oversized and don't fit the gallery. They're heavy and awkward and take too much space. Cathy will present pictures of what display team would like to purchase. This will be presented at the next board meeting.

Ideas: Has asked Janis/Kelly to make a small stand for the gallery that all members could put things on, lower priced items for sale. Would sit close to counter as an attraction for people to browse and purchase as they're checking out. This will be presented in more detail at next board meeting.

All moves thru March and April have been communicated.

Clarified that any artists need to have the lighting adjusted to discuss with Facilities.

Facilities: Linda Whiteside

Business card redesign. Will check with Darlene and Gini to see if they have a digital file of our business cards. We like the idea of creating a dynamic QR code to link customers directly to our website.

Needs to order some supplies. Still working out details to get VISA debit cards to those that need them. Kirsty is working that out.

Special Events: Diane Tharp

April event – Photography Month. Several shows are being put together with other businesses that month. Kathy Triolo suggested we may want to participate – though Diane has reached out to our photographers she's not receiving back much interest. The answer may be to continue to spotlight our photographers during that month and encourage customers to visit. But she doesn't see a reception happening.

May will be next event – the Co-op. More information will be shared as it gets closer.

Gia has offered to take on the roster when Darlene Becker leaves. Shoshi will be leaving gallery as well. Both these artists are on the committee but Diane feels they will be fine with number of members they have on the committee.

Will hold another discussion regarding participating in the FamFest event in June.

New Artists Reception turned out excellent – it was a great day with \$1500 in sales.

Old Business

Revision of By-Laws, Membership Resignation Letter and Membership Agreement.

Janis & Diane - Have not yet met, but understand task.

In discussion we are fairly certain the by-laws, which were recently updated are likely fine, but will take a close look at them. We also felt the communication Connie is sending to artists as they resign is excellent and working well. This leaves the Membership Agreement to be reviewed.

Comment was made that there is some slight wording changes that should be addressed in the Membership Application. Connie will work through this task and send any changes to Suzanne for updates.

Suzanne requests to be copied on resignation letters – Louise will be sure to cc all board members when those letters are sent. Louise, who is overseeing board email will ensure all board members are forwarded the resignation letters that are received.

Day/Time of future board meeting

Feeling Monday is a good choice for meeting, but would prefer it be a little later. Suggestion is to move to 6pm and continue on Zoom. Next meeting date is Monday, March 11th.

New Business

Outside hanging sign. Reviewed ideas of how to secure the sign. Rob has offered to fix the sign and rehang it. Some members have suggested we use the sandwich board until sign is back up, but this will need to be located. Linda checked with the city and we are able to place this outside our building.

Thermostat Programming

Connie feels heater is running at odd hours. Is asking someone to check the programming and see if we can locate a key. Linda will follow up

Publicity Director

With Trisa leaving the gallery this position is open. Connie will begin contacting members on the Publicity team to see if someone will offer to step up as Publicity Director

Connie strongly feels each member should contribute something about themselves and their art each month. This would be used for social media content and other marketing venues. Louise gave us all a lesson on how important the use of tags are and how they benefit the artist and the gallery. She will follow up with Kathy and also consider sharing this with members at the next membership meeting as an AOTG Best Practices.

Re-vote on jurying of ceramic artist. Display committee requested the revote and Suzanne brought it to board.

We have several spots available and board discussed using this opportunity to fill with our current artists that are currently in a half sized space that have been on the wait list for a full sized space. We will also utilize our existing waiting list for artists waiting to get a spot in the gallery.

Agreed to open up March membership meeting to jury work of any existing member that wishes to bring in a new line of work. BUT! The work will only be available for viewing at the meeting, no online review of work will be available and in order to vote you must attend the meeting. Suzanne will communicate this to membership

Tabled the topic of rejurying several artists from last jury process.

Question asked: How many members do we actually need to make our rent? There isn't a hard number as other income impacts the expenses. The number of artists also has an impact on our staffing calendar and the number of shifts we need to fill each month.

Talked about members leaving and the requirements outlined in the membership agreement.

With concern to what seems like a lot of new members leaving - Should we be disclosing to potential members some generalized information about sales. The board felt this was not an area to take on. We believe we should be available and open to help members should they wish assistance with marketing or history of sales, but not to the point of sharing sales history or cautioning them of their expectation.

Confidentiality to reasons why members leave. Should be left to the resigning member but not shared from us to members.

Survey to membership to gain feedback on what's great about the gallery and what could be improved. Talked about ways to distribute the survey. Connie offered to create a list of questions and encouraged board members to send any of their thoughts to her.

Music

This topic relates to licensing agreements and fees expected from retail merchants to play music in their stores. Apparently we are not supposed to play music we purchase or download in public locations unless we have paid fees to do so. While there is a liability should you be reported for this activity, we felt the likelihood was quite small. Research does not indicate any active cases of this. We all agreed to table the topic for six months and look at it later to see if our opinions have changed.

Janis motioned to adjourn the meeting. Cathy seconded. All in favor AYE

The meeting adjourned at 7:00 PM

Respectfully Submitted,

Janis Quinn, Secretary