

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

Call to Order: Connie called the meeting to order at 6:10 pm

Roll Call: Connie, Louise, Lorna, Diane, Cathy, Janis, Linda, Kirsty, Suzanne

Agenda Adjustments:

None

Minutes – July Meeting

July Meeting Minutes are approved as read

Treasurer’s Report:

Checking: \$10,987.65

MMA: 22,466.08

Petty Cash: 200.00

Total of \$33,653.73

Month to Date -\$1164.26

YTD – \$1323.10

Month comparison to last year -\$75.71. YTD comparison -1323.10. We know part of this loss is due to the Apple Pay transactions that were accepted, but did not actually go through and generated a loss to the gallery of \$600.

Kirsty points out some costs will be coming in and we need to work to keep our gallery membership full to offset expenses

President Report: Connie

No report

Vice President Report: Louise

No report

Secretary Report: Janis Quinn

Janis reported that Christine Salazar is stepping up to take position of Scheduler as this position is vacated with Therese May leaving the gallery. Christine’s training is going well and she is creating the September shift calendar with Therese’s coaching.

Membership – Suzanne

Five new members, Darian has just a few more training sessions but will be on September calendar. She noted we still have two open spaces and is gearing up for September jurying. We have received one application to date. She complemented the publicity team for their website coverage of September jurying.

Suzanne sent email to membership encouraging all members to talk to artist friends and invite them to submit application to join gallery. Have received one application to date.

Membership Committee is meeting August 29th at the gallery 6:30 pm.

Will be working with committee to see if any interest in stepping up to Membership director.

Publicity Reports: Lorna Miser

Most important topic is the September sale. Will be discussing under New business.

Placer Art Tour – expenses involved with that (banner permit; adjusting date on banner; will we be making donation for the raffle, etc.)

Chamber of Commerce – Explore Auburn publication, which is an annual event. Last year we ran an ad in the publication for \$450, but as it is a year-long pub there is a lot of exposure. This is circulation throughout Auburn through the year. Suzanne questioned if we can use last year’s artwork or is something new desirable. Lorna will circulate it to the Board so we can decide.

Both of these topics are going to be discussed under New business later in this meeting.

Special Events: Diane Tharp

Completed two art walks – very fun. Sales were approximately \$1000, but most importantly good turnout and 11 members came to the event! Lorna and Sonja demonstrated which people enjoyed.

Co-op on September 19th. We will stay open; Diane will send email out about that.

October – Trick n Treat. Will be looking for a few members to help hand out candy.

Display: Cathy McAllister

No report other than all is going well

Facilities: Linda Whiteside

Been in process of cleaning out closet (again). This is an ongoing project. Air conditioner working fine

Old Business:

Missed Shift Fines:

Kirsty reported the two missed shift fines were paid.

Categories for Jurying:

In response to a members concern regarding artists needing to jury in new work. When spoken about previously the board all agreed that an existing artist could venture out a bit with their work. Current artist with like work is questioning if this is ok or should the work be juried.

Linda commented that she didn’t feel the two artists in question had that much similarity in their work. And we all agreed that an existing artist should have the opportunity, while staying in their genre, to introduce new work, try new things. Explore their creativity. We all agreed we shouldn’t be pigeonholed to stay within such specific guidelines that we cannot enjoy creating art.

Membership position on vote to hire attorney:

Discussed that we are ready to go to membership to secure their vote (and hopeful support) on moving forward to contract with Attorney, Therese Tuttle. Therese has provided documents to support the process and costs associated with reviewing our entity, making suggestions on how she believes we should be structured, and providing the legal documents to support Auburn Old Town Gallery.

It was suggested that Therese please interact with us through the process so we know where we are as far as expenses..... what's been paid, what still might transpire with the expense. We are all hopeful that once this begins we have a nice surprise that the expense might be less than originally quoted. Only time will tell.

Connie provided a draft email for board input. She will be sending this to the membership prior to the August 19th meeting so that can become familiar with the situation and be prepared to vote that evening. If a member is not in attendance, they will be required to submit their vote by email.

Discussed what do we do if members vote hiring an attorney down. We don't see an option for that but if it occurs we will figure out how to deal with it at the time. Board strongly feels that in order to stay in business this work has to be accomplished. We also agree that, as board members, we do not want the responsibility and liability to continue operating with documents that do not meet all the legal criteria.

If membership votes this down we would still be able to purchase insurance that covers the board's liability, but our documents will not be in legal standing. The board does not want to operate in an environment like this.

New Business:

Cathy McAllister:

Question from Linda Miller - we currently have a glass case that is not being used. Could we consider 'renting' a shelf to an existing artist for \$25/month to allow them to bring in new work. The work can be outside their current genre and does not need to be juried in. Linda has offered to take responsibility to manage this arrangement. We all agreed that until a new incoming artist needs the case, this is an excellent use of the space. We also talked about inviting non members (but former members) to rent a shelf, but agreed the management of sales would be very difficult.

Board is in unanimous agreement.

New members.

Cathy led a conversation around consideration of a new rent structure, specifically 'what if' we charge all new members \$75/month regardless of space size. She sees this in other galleries and shares with us that it is not a problem. Lively discussion followed, with some objections, some interest, and overall agreement to just think about it. Nothing will happen now – already too much going on. But she is thinking outside the box and encourages us to do the same. Also shares that spaces could be adjusted as needed to create additional space and members could move more often than annually. Would like to see all new members come in at \$75/month regardless of size of space. Some objection to this idea. This is how Cathy sees other galleries manage their rents – every space is the same amount. She would also like to see the members move every six months rather than annually. Board agreed to have continued discussion over a period of months. Spaces could be adjusted; the half space people could have a few extra pedestals if needed. Because members would be rotating more often space consideration doesn't seem to have as much impact – at least not at the galleries Cathy has been researching and will try to get a feel for monetary impact.

Connie asked that Cathy continue researching and when she's ready and has numbers to support it she will schedule it on the agenda.

Linda made a good point in that we have lost revenue by having the feature wall. How important is it and is it worth losing \$900/year in rental income.

We are all just talking and looking at ways to increase our bottom line!

Treasurer: Revised role and concerns:

Kirsty: Is discussing with Sandi (bookkeeper) what a new role of Treasurer can look like, as she is unwilling to continue performing the tasks associated with her job any longer. She is struggling with the number of times she travels to the gallery each month and the time commitment performing her duties. There were several suggestions on how change might be managed as well as having a local person manage the deposits.

Connie shared that Sandi recently spoke with her and it seemed she is comfortable and willing to manage the deposits. We briefly spoke about ideas to manage change and dealing with the balancing of cash.

Kirsty will continue to speak to Sandi and share what is proposed with the Board.
Discussed what we pay Sandi monthly – it seems there is a base salary of \$500/month but it fluctuates depending on additional tasks.

PG&E:

PGE wants someone to be primary contact and have access to the online account. Purpose is to be able to go online and view activity. This is a generic request and board members didn't think it is an actual requirement, though Connie did offer to manage it.

September Anniversary Sale – Percent and dates

Diane's thought we could limit the sale to a weekend only (Sept. 7th/8th). Suggests we have a cake, perhaps some demonstrations. Utilize social media for announcement. We send an email blast out to our mailing list and invite them to share information with their friends.
20% off both days. Board felt a reception Saturday evening with music would be most desirable. Diane will ensure Doug programs POS to manage the percentage off. Lorna questioned when she should start advertising the event – board agreed two weeks prior is best.

Connie questioned if we are able to identify our top customers and offer them an extra percentage off. Group felt this is a great idea, though Diane cautioned this has been discussed multiple years but has never transpired, probably due to the difficulty in identifying the group. We all agreed it would be nice to have an 'extra appreciation' sale for this top group.
Suzanne suggested this topic to go the next month's agenda.

Attorney Fund

Discussed previously in agenda

Placer Art Tour – we are participating in both 3-day weekends, fee has been paid and we are in the brochure. Lorna reviewed expenses. Discussion regarding updating the banner at the expense of \$150 – is it effective? Lorna will look at the banner and determine, but most board members felt its likely not needed. How about we use the sandwich board this time?

Agreed to not include the raffle prizes. Strong suggestion we utilize a QR code for people to use in logging in their visit.

Explore Auburn Publication

Strongly recommended as the ad benefits us for an entire year. Glossy publication placed throughout Auburn at an expense of \$450. The Auburn Chamber of Commerce puts out this publication.

Board voted unanimously to participate. Suggestion was to utilize the black and white image that Diane and Sonja created. Lorna will send some ideas and ask us to vote.

Member Oversights

At the Membership Meeting on August 19th, Connie will review the list of things members need to be responsible about. Multiple things will be included: change situation; feature walls; copies; corner protectors on framed work; setting alarms and what to do if there is a problem; locking cash drawer and closing till drawer; etc.,

Linda announced that through a connection Lorna has at the Atrium, she and Lana are going to be featured on Good Day Sacramento. This is thrilling news for them and also will create a benefit for AOTG.

Cathy motioned to adjourn the meeting. Louise seconded

Meeting Adjourned at 8:27 PM

Respectfully Submitted,
Janis Quinn
Secretary