

**Auburn Old Town Gallery  
Board Meeting AGENDA  
January 13, 2025**

**Call to Order:** Louise called the meeting to order at 6:08 pm

**Roll Call:** Livia, Lorna, Kirsty, Stacey, Louise, Gia, Janis

**Absent:** Diane Tharp, Linda Whiteside

**Agenda Adjustments:** None

**Approval of December Minutes – Submitted** as approved

**Treasurer’s Report:**

MMA: \$10,988.01

LLC Ckg: \$23,440.48

Petty Cash: \$200.00

Total of \$34,703.50

Net Income December - \$4466.80

YTD Negative - \$2376.73

**President Report:**

No report

**Vice President Report: Louise**

Stacey Pedri has submitted her resignation. Her final day is February 13<sup>th</sup>. In discussion we determined that once the artist notifies us they are leaving the Membership Director will notify the key people that need to be notified.

**Secretary Report: Janis Quinn**

February Calendar- just one extra in February

Committee signups – has gone well with the exception of a few that haven’t responded to select a committee. Janis will reach out once again and get this wrapped up.

**Membership – Gia**

8 artists will be juried on January 21, 2025. This includes 6 new artists and 2 existing with a new medium. Membership team will meet on January 14<sup>th</sup> to strategize the new jurying process and prepare for January 21<sup>st</sup>.

3 glass artists

Mixed media

Photography

Mosaics

They plan to jury at least 2 more times during 2025. Targeting May and September.

**Display: Stacey Lamonthe**

Stacey is busy learning the details of display and reports that there are many moves are scheduled now through the month of February

**Special Events: Livia Kerr**

Working with Diane to discuss duties and how they will be organized thru this next year. Talking about events this year. Some of them are the routine ones and possibly new ones. Announced we will not be holding the January new artists event this year due to seemingly lack of interest in the group of new artists and those interested were not able to agree on a good date.

February Heart Giveaway Month will happen. There was discussion over if everyone, regardless of purchase amount should receive a heart or only offered at a minimum price. We decided it should be a Free Heart with every \$20 purchase

***Following the meeting it was determined that advertising for the "Free Heart with Any Purchase" signs have been posted in gallery since January 1<sup>st</sup> and therefore we will keep program as is for this year.***

Livia commented briefly on the events they are looking at over 2025. Information will be provided to all, as the event dates get closer

The 2024 \$10 collection from each artist did cover all events last year, but it's felt we should consider increasing to \$15

**Motion:**

**Janis motioned: I motion that we increase the member donation amount from \$10 to \$15 to cover the expenses for special events thru 2025. Louise seconded.**

**All in favor – AYE Any opposed NO**

This will be presented at the January Membership Meeting for vote.

**Publicity Reports: Lorna Miser**

Kimber is covering social -media and Carol Clark just joined the social media team.

Meg emailed Lorna re: Auburn Old town BA on Wednesday night at 5:30. Lorna and Meg will attend together.

Kimber would like to have time at the Membership Meeting next week to present what the most important one thing you can individually do to build our social marketing reach.

During shift, pick one of three things you can do to increase our presence. Ie., take pictures of your work. Agreed this list should go into each artist's folder.

Reminder that Gini needs photos of work that goes up on the feature wall. It's the artist's responsibility to provide photos to her

Lorna feels deeply that we need to know surrounding businesses' – described benefits to doing so, which are many. We want to treat these businesses as partners, perhaps collaborate together, from a unity.

Discussed Newsletter and the idea of perhaps considering timing and change from each month to every other. Or if utilizing the social media can help provide content keep it to monthly. The Publicity

Team will consider ideas and keep brainstorming how best to move forward. Currently the content has been limited to the feature wall and not very newsworthy. We agreed that the newsletter should include information on our events.

Will bring it back to next board meeting.

Gia commented that she was at the gallery on January 1<sup>st</sup> and Old Town was packed. Need to reconsider closing on that day going forward

**Facilities: Linda Whiteside**

Christina has filled out a report for several theft items, not her jewelry. Discussed under New Business.

Ordered bags from Temu that are comparable to what we get from Amazon but a better price. Not sure the cost savings is enough to justify the ease of ordering, returning and racking the items ordered through Amazon. Will check yearly savings.

Also sourced small oval foil stickers which have been placed under counter at a good price. Reminder to use cautiously as they are expensive.

**Old Business:**

**2025 Election – Janis**

We remain without a President. Our Vice President, Louise, has stepped up to cover this absence of officer.

It will be announced at the January 20<sup>th</sup> Membership Meeting that we are still looking for a President and to please consider stepping up to this role.

**Operating and Membership Agreements Update – Janis**

Janis has taken over the responsibility of working with Tuttle law to finalize our documents. Tuttle Law has our edited Membership and Operating (formerly called bylaws) documents to review and comment back on. While Therese Tuttle had promised their comments would be received by January 13<sup>th</sup>, they were not.

**BOI Filing – Janis**

Tuttle Law has kept us updated on the status of the BOI filing. It was been suspended, reinstated and suspended once again. We will continue to monitor the FinCen website for updates on the required filing date.

**Director & Officer Insurance – Janis**

On hold

## **New Business**

### **Board GMAIL account**

There was discussion regard all the GMAIL accounts and the benefits of maintaining and actively using them. Gia feels it is useful as it is useful to artists needing to reach a group.

From sustainability for an organization it is important to maintain.

Kirsty agrees it is useful. They will remain intact and we are grateful that Darlene manages the changes related to who has access from year to year.

### **Membership Meeting Proposed Changes**

Louise is wondering if we could limit the membership meeting to quarterly vs. every other month. Will be presented at January Membership Meeting

### **Annual January New Member Reception**

There had been very little response from new artists for a reception, and it didn't seem like a date could be agreed on, so the idea was dropped. This was discussed under the Special Events report as well.

### **New Publicity Ideas**

Liv suggests when we post on Instagram we bring the artist into the post as a collaborator to draw more attention. Unanimous agreement.

Reviewed the importance of liking these posts and forwarding them. Even forwarding it to yourself boosts the post. This will be reviewed at the Membership Meeting

### **Damage Report Response**

4 breakage reports have been submitted.

Carol Clark's piece - fellow artist accidentally dropped it. \$75 loss

Lana Federico - customer changed tags. \$125 loss

Darlene Riel - accidentally broke a Plexiglas wall hanging for cards

Christina - details still need to be received

Feels it is important we follow the stated Membership Agreement as to not set a precedence from any deviation. It was noted that in most galleries artists are not reimbursed for broken or damaged items, as it is the cost of doing business.

To note: \$1 of each artist's rental fees goes to a designated line item for 'self insurance.' In checking following the meeting it was confirmed there is a balance of \$582.00

After conversation, we agreed to follow the policy as stated in the Membership Agreement and reimburse Carol and Lana's claim at 50% value. When the details for Darlene and Christina are received the same action will occur

Stacey motioned to adjourn the meeting. Gia seconded.

All in favor AYE, any opposed NO

Meeting adjourned at 8:25 PM

Respectfully Submitted,

Janis Quinn, Secretary