

Auburn Old Town Gallery
Board Meeting Minutes
April 13, 2026

Call to Order

Louise called the meeting to order at 6:01 PM

Roll Call – Janis / Diane

Janet, Gia, Marsha, Kirsty, Janis, Linda, Livia, Michelle, Louise, Diane, Stacey

Approval of Minutes

Gia motioned to approve, Kirsty seconded. All in favor AYE

Treasurer’s Report – Kirsty

Money Market - \$10,989.48

Checking - \$14,573.61

Petty Cash - \$200.00

Total - \$25763.09

Note: \$2987.16 negative from previous month

Direct deposit is a challenge due to the way QuickBooks is collecting our data. Glenn is working to see if this can be resolved – the months are rolling together rather than calculating months separately. He continues to look for a workaround to this issue so that we can move forward with Direct Deposit of commission checks.

Kirsty noted that our heating bills are up by \$150-\$200 each month . While she initially felt it might have something to do with our landlord adding in additional ducts, we further discussed and believe it is due to the increase in PG&E rates

In discussion we noted that some of the artists are going in during the day and adjusting the thermostat, and possibly forgetting to change it back at closing. We talked about several options in resolving this and landed on Linda reaching out to Doug tomorrow as he is working a shift and is the person that initially programmed the system. Her request is to have him look at the system and ensure it is programmed correctly. If he is unable to spend time on that Janet offered to have her husband to review the thermostat and ensure that it is programmed properly (i.e., to shut off at night, etc.). If Mr. Becker is unable to manage the system Janet will contact Doug as he originally programmed it

Secretary’s Report – Janis/Diane

Noted that the May schedule will be out on April 15th and that there are 7 extra shifts assigned. This is a decrease from 11 extra shifts in May 2025.

This sparked the conversation regarding extra shifts and how we can reduce that number. We recall that we have discussed this many times prior and always arrive at the options of either adding more artist (which is difficult to do because of space constraints), or to eliminate the 12-4pm shift on another weekday (currently we do this on Tuesday's).

We currently have 50 members and obviously what helps with the schedule is keeping our gallery full - a challenge always.

VP Report – Louise/Janet

Janet had hoped to hold children's events and discussed what that might look like. Realizing it must be held outside as we do now. She questioned if we have a formal policy in place or if we need one, concerned that we could be held liable if the parent's do not stay with the child and an incident occurs. In discussion we validated that we have not had a situation where the parent's leave their child unattended and would be extra cautious to ensure at least one parent is with their child during an activity. We did not feel we needed to establish a formal policy and would continue to manage it as we have for years.

Committee Reports

- **Membership – Gia/Marsha**

Trish and Yvonne are set up in the gallery, have completed their training and are on the May schedule. Gia let us know we have another artist starting on May 1st, Suzanne Griffon. Gia reported that while in the past we have asked that we take a photo of their business cards but realizing now this isn't really necessary. If they already have them printed and a copy can be made that's fine – but it is not a requirement.

- **Display – Stacey**

Gay has been trained to be part of the Display Team. Judy Butler will be in charge of the card rack and looking for someone to be on pedestal painting (tasks opened up with Sierra leaving)

- **Special Events – Liv**

Sidewalk Sale cancelled due to the weather! Darien, who was slated to hold an outside demo, did go ahead and do this inside the gallery which was fun. Also noted that the Auburn Co-op is changing name to Handmade and Homegrown (yay!) and have also changed their schedule to August 20th Old Town Auburn and one in September, downtown Auburn.

Liv will complete the application to participate in the Placer Artists Tour

- **Publicity – Michelle**

Michelle announced that the reformatted website is ready to go live! Also pleased that the rollout of new logo went well. Michelle will check with Gini on the status of ordering new brochures and business cards. Michelle will now turn her focus to a plan for collecting customer email addresses and look at ways to encourage someone browsing online to provide this information. She also asks if we could promote the upcoming Mother's Day North Auburn studio tour – and use that opportunity to encourage folks to come by and browse AOTG.

Michelle has lots of wonderful ideas of how we can use events like this to promote business to AOTG and we discussed a few of them, such as offering a 10% discount on purchases to people coming in during the tour; utilize the feature wall as a 'sale' wall; tie the endurance ride to the feature wall. She is very energized to promote ways to draw people into the gallery – we just need to figure out how to make some of these ideas work for our artists.

- **Facilities – Linda**

Linda shared details of a recent painting accident in the gallery, where a customer accidentally knocked over an open can on the carpet. She handled the situation beautifully, immediately locating a professional to come in and work with her to rectify the issue. Fortunately, because the carpet is laid down in big squares, we were able to just replace the damaged square. (!!)

Linda also had the gentleman clean up a spot in the open entrance and glued down another square that was coming up. Quote was \$200 but he reduced his price to \$140. She also talked to him about cleaning the carpet in the future. Linda will discuss the best way to manage painting with the artists at the Membership Meeting. Clarified with Michelle that she actually orders brochures and cards for the Gallery, not Gini as previously mentioned. They will work it out

OLD Business

- **ACH Payout/Withdrawals**

Discussed above in Treasurer's Report. Louise mentioned she saw Nancy (landlord) recently to let her know we have a team reviewing the findings in recently completed ADA study and while she initially seemed guarded came around to being very interested and wanting to meet with the team.

- **ADA Update**

Livia is coordinating the meeting with Nancy, and is hopeful this can occur by the end of the month. Livia notes that the suggested changes are quite small and doable, and is pleased that Nancy is interested in working with us

- **Tech Update**

Janet reported that Doug has all the equipment and things are working well. The team is working on the cheat sheets/help lists. Janet is putting together the Process Document, working closely with Doug and Ann.

They are also working on scheduling two training sessions which all artists will need to participate in via Zoom.

New system will be installed on May 12th. On that same date our data will be converted, and all Ancillary equipment will be installed/connected. Janet will complete gathering screen shots of necessary pages on that date and be adding them to the training document. Live date is May 13th. Janet feels that the majority of artists will adapt to the system easily, but is very sensitive to people that struggle with technical things and she is willing to work with them, making herself available to help them

NEW Business

- **Annual Anniversary Sale**

Would like us to think about the anniversary sale ahead of time so we make good decisions, not rushed. Louise would like to see us go back to our 20% discount to a full week. Though we have raised our artists commission to 23%, we agree the discount should stay at 20%.

Also need to discuss timeframe for publicizing the sale.

- **Social Media Stats**

During Louise's medical absence she spent time evaluating our social media activity and developed a good rhythm and organization with Trish Rickards, Louise and Carol. They are posting multiple times during the week.

Louise shared statistics in what they are seeing as a result and the change in hits are phenomenal. Huge percentage increases of followers and engagements. Great work Louise!

- **Children's Activity Policy**

Discussed above

- **Business Cards**

Discussed above

- **Art Walk**

Diane presented. In light of the challenges of the Artwalk events it has been decided to manage them differently. Going forward Old Town and Downtown art walks are going to be held separately. Old Town date is June 7th 12-4PM. The association is offering a one-day reception where businesses can host an artist either inside or outside their business. If enough businesses participate Old Town Business Association will close the streets, have a band and make this a real party. Diane also shared that if the Board agrees we could offer for our artists to bring additional work and place it outside where we also hope to have demonstrations both inside and outside.

If our artists wish to participate and have their name include in the Artwalk program they may do so for \$20. Application for AOTG to participate is \$50. Board was in agreement to move forward with an all in favor vote

Other noteworthy items:

1. A business located in Old Town may elect to 'host' an artist's work for one to two months
2. Arty Marty, new business in Old Town.
3. The empty buildings next to California Club are being refurbished and offered for lease soon.
4. We have traditionally been allowed to request that the space in front of AOTG remains open to us with a vendor not able to secure it for events. To continue this, we will now either need to pay what the booth fee would be or artists can volunteer to work the event in exchange. Diane will find out the fee, but we all felt it was worth it to go that route.

Adjournment

Livia motioned to adjourn the meeting; Stacey seconded. All in favor AYE

Meeting was adjourned at 7:45 pm

Respectfully Submitted

Janis Quinn, Co-Secretary

