

**- DRAFT -**

AUBURN OLD TOWN GALLERY  
218 Washington St. • Auburn, CA 95603  
AGENDA  
Board Meeting • November 14, 2011 • 6 pm

6:06 Rebecca Martinez call meeting to order

**Roll Call:** Lorelee Love, Jamiee Baxter, Lance MacKenzie, Gail Morgan, Carol Bellamy, Patty Pieropan Dong, Rebecca Martinez, Janet Nicholson, Christina Salazar

Guests: Jay Stargaard, Stacey Lamothe - publicity, Nancy Hakala – nominated for events.

**Approval of Agenda**

Lorelee Love made a motion to approve the agenda and Jaimee Baxter 2<sup>nd</sup> the motion. Agenda approved.

**Review and Approval of Minutes** from October 17, 2011

Jaimee Baxter acted as secretary for the Oct 17 meeting. Carol Bellamy's name needs to be in place of any motions made by Jay Stargaard or Stacey Lamothe because Carol is a board member and they are on the publicity committee. Patty Pieropan Dong made a motion to approve the minutes as amended and Carol Bellamy 2<sup>nd</sup> the motion. Minutes approved.

**President's Report** - Rebecca Martinez spoke about her *Highlights of the Year Report* which was emailed to the membership –The report also stated goals for the upcoming year. She gave a gracious thank you to all of the board members. She spoke to Auburn Mayor Dr Bill Kirby. He called us an asset to Old Town and thanked the gallery members for staying open late.

Farewell to some old members – Lorelee Love's efforts have brought in new people. She thanked Lance MacKenzie for the new Reconciliation report which will help keep track of thefts. She thanked Gail Morgan for making sure that the gallery display meets wheelchair space compliance. Special events that have been crowded have been able to accommodate wheelchairs. She mentioned the publicity survey which was sent to the membership. She stated that increased staffing on Saturday nights was a good idea. Rebecca presented two technical workshops for the membership and the gallery members seem to be using the Zoomaru online calendar more effectively. She thanked Christina Salazar for

organizing gallery, improving the lighting, cleaning the carpets, and stocking supplies. Jaimee Baxter's special events were well planned and well attended. The new artist reception was very successful. She thanked Patty Pieropan Dong for being level headed behind the scenes. The board thanked Rebecca for presenting the year summary in a positive light. The board felt appreciated. Rebecca hopes that the year will continue to be a well oiled machine that will boost sales. The security camera system should be installed by the end of the year. Sandy Delahanty will help with technical workshops, artist registry and facebook. There will be a new publicity program in place. Rebecca has proposed a grants program for the gallery to be able to give back to the community. Rebecca visited High Hand Gallery and was impressed. She would like to sister with them in some way this coming year. She wants to encourage artists to present new work and actively seek new talent for the membership.

**Vice President Report** – Patty Pierpan Dong. Patty was asked at the last meeting to follow up with Jennifer Lile's drum. It had been decided that it was not up to top quality. Patty called her but the drum had sold to a drummer who thought it sounded great. Gail Morgan was present for the sale and the customer tried the sound. Happy ending. Phone tree: Patty called the phone tree to confirm the participants. They will remind membership about the meeting on November 16<sup>th</sup>. Patty has the current list with new members. HC Hannah spoke with Patty about old list and shift needs. She seemed frustrated.

**Treasurer Report** for October - Lance MacKenzie.

The sales comparison shows a 26.66% improvement for October over last year. Also there was an increase in sales over last year in September. April VIP event Jaimee Baxter explained the April VIP event to Nancy Hakala which explains the higher sales in April. Gail Morgan moved to accept the October treasurer's report, Patty Pieropan Dong 2<sup>nd</sup> the motion. Approved.

**Reconciliation Report** – With Keith's help, Lance got a report from the credit card company. If there was a dispute we would be contacted by cc company. Jaimee said that in her experience customers called the gallery when there was a dispute. Lance is not reconciling the credit cards but referring to the reports. Rebecca stated that the board needs to consider Lance's contract. It hasn't been updated in two years. Lance will put one together.

Theft Reports - none

**Publicity Report** □ – Carol Bellamy

Jay Stargaard, Stacey Lamothe, Jenny Stepp and Sandy Delahanty are on the committee.

A publicity schedule of events was distributed. All gallery events with themes will be included in 2012. This should build interest with all of the artists. Banners and inserts into magazines are being considered as cheaper methods of advertising. Artwalks will feature three artists that will pick their own theme. Patty Pieropan Dong is on the Artwalk committee and said the committee recognizes the dominance of the Out of the Box reception. Other venues are shorted when there is a big event. other night. It has been suggested to Angela Tahti that the big receptions be held on other dates.

May will be 3D artists. June and August will be an Artwalk. Nov will be 2D artists, December will be all gallery, September sale will be all gallery. This schedule will get artists working together and will get everyone excited which will bring more people in. Unified posters, get artist photos. Visible display to bring people into the gallery. The survey showed most customers are repeat customers or walk by. We have outside signage on all sides.

Christmas decorations. The Old Town Business Assoc. invited each merchant to decorate their store individually. Nancy Hakala will come in to member meeting with drawings for the windows and will paint windows this week. It was suggested to keep it simple and not block view inside gallery. Sign ups for artwalk months and theme ideas will be distributed during Wednesday general membership meeting. February's theme will be "In a Heartbeat." Gorman Guide.

Lance MacKenzie needs a marketing plan in order to prepare and approve the budget. The advertising budget should be approved in January, but a specific plan must be presented before it goes to the membership for vote in Jan. \$2200. Per year has been the cost for ads in past. Rebecca will forward the past information to the committee for consideration

### **Special Events – Jaimee Baxter**

Christmas Party- Gail Morgan and Jaimee Baxter met with caterer at Woodside. The caterer will clean up. The gallery will rent tablecloths and wine glasses. Bring your own wine. 50 people have paid so far.

Country Christmas - Linda Robinson said the cost to rent space in front of the gallery would be \$55. but she has waived the fee for merchants.

Jaimee will fill out the application. The dates are December 10 and 17 – 6 to 9pm. Extra staffing is in place.

### **Facilities – Christina Salazar**

Christine renewed the phone with ATT for another year.

Steven Lentz reported that the air conditioner was leaking outside. Christina will call Vern.

Terry Acomando had trouble turning on front room lights in front of door. Vern is aware of the issue. We need to pay for the replacement tracks, but ask Vern first. The estimate is \$883.49. This is the oldest track system and it is not connected properly so the ends cannot be used. The tracks need to be replaced completely. Check to see if Vern says we need to use his electrician.

Motion: Lorelee Love moved to check with Vern to see if we need to use his electrician and then go ahead and get it fixed. Gail Morgan 2<sup>nd</sup> the motion. Approved unanimously.

Christine purchased a mirror for the back door to the hallway for the fiber artists.

#### **Membership** – Lorelee Love

Ann Ranlett and Michael Larson will be jurying new work. Lorelee will set up a table in the back room and have the ballots there. She will email the results.

#### **Display** – Gail Morgan

The ornament signing event will be Thursday night November 17 from 6 to 9pm. There will be a food table. Artists will sign their ornaments at their area. Three little trees will be set up on Saturday November 19 for gallery members to place their ornaments.

Display status – Jennifer Lile letter about display. Wants to continue using display rack. Display group gets that one. Jay says Patty needs to help discuss this.

Other reports:

**Security cameras** – latest estimate Just under \$3,000.00 but it needs to be revised to include the flat panel monitor which is not included in the estimate. The first 4 months of software are included but will there be additional fees? Rebecca will ask Ty and Garland. The monitor will be placed behind the counter. There will be a camera in the front room and a camera in the back room. Signs will be posted.

#### **Nominating** – Sonja Hamilton

Sonja sent draft of the ballot to the board. The election will be on Wednesday November 16 at the general membership meeting. Janet Nicholson will distribute and tally ballots. Absentee ballots will be sent by email or snail mail by Janet. The membership must reply within 12 days.

Then the results will be emailed to the membership.

**Sunshine** – fine.

Job Descriptions-Publicity and Gail under control. Patty and Lorelee in bylaws. Jaimee, Christina and Rebecca still need to do it

Grants program – gallery give back and get publicity. Refer donations to individual artists. Not beneficial. Proposing a grants program by giving gift certificates to gallery committee to review requests. Gallery has money to allocate. Benefits all artists. Form to hand for request. January membership meeting.

Ornament Signing dates include November 17, Dec. 10 and 17. 6 to 9pm

### **New business**

Publicity plan for 2012

2012 Budget (Projected Spending Draft/average of 2010 and 2009 attached) – sent out. Projected spending plan. Talked about before publicity made a presentation. Added 2009 and 2010 added and averaged plus this year. Whole year and monthly. Project conservative sales for the end of this year. First page meat – cash flow report. Actual first column, projected figures second column compare to 2009 and 2010. Not much room to play with. Fiscally prudent board. Publicity area needs to be addressed in the budget. Publicity committee was asked to target \$2500. Based on research and blue sky thoughts. Present to membership. Flexibility to change how it is spent.

Exit interviews are required in bylaws. Lorelee Love put together specific questions about how the gallery can improve. David Ottman did not respond to Lorelee when asked to have an exit interview. Lorelee did send farewell email. John Johnson also declined. Keep a file of exit interviews. The Vice President could conduct the exit interviews by email. Patty Pieropan Dong agreed to take on the responsibility. Lorelee will send Patty questions.

Letter from Deborah Pittman (attached) – It is a hardship for Deborah to pay \$100. for missing a shift. She offered to play at events as compensation. We cannot deviate from the bi-laws but the gallery could hire her to play for the two upcoming Christmas evenings, December 10 and 17. Pay her \$50 night and she pays us back the \$100. Lance MacKenzie will report the pay to Deborah and her payment to the gallery.

There should be guidelines for members wanting gallery to subsidize their show ideas. Michele requested but was not refunded \$30 for the ornament signing event. Artists should bring their ideas to the board ahead of time. All events should be planned out in January so they can be budgeted in. Rebecca Martinez plans to put together a skeleton structure for the new year with a timeline. Members should send any thoughts to Rebecca. If somebody wants to do something special they should be encouraged.

Nancy Hakala suggested that the gallery be open 6 to 9pm on Sundays through the holidays. She also suggested that flyers be inserted into checks at neighboring restaurants. Good ideas to consider for next year. Too late this year.

Sales training for members – Jenny Stepp may take this on.

The gallery is on the National Do Not Call registry courtesy of Keith Smith  
Thank you Keith.

#### Next Meetings

Holiday Party Wednesday, December 7, 6pm. dinner at 7

General Membership Wednesday, January 18, 2012, 7 pm

Board Meeting Monday, January 16, 2102, 6 pm

Loralee Love moved to adjourn the meeting and Carol Bellamy 2<sup>nd</sup> the motion.

Meeting adjourned at 8:03pm.