

**AUBURN OLD TOWN GALLERY**  
**218 Washington St. • Auburn, CA 95603**  
**General Meeting • November 16, 2011 • 7 pm**

Meeting called to order at 7:01 by President Rebecca Martinez

**1. Rebecca asked the membership to please sign the attendance sheet.**

**2. Approval of Agenda - date change by Rebecca**

Motion to approve agenda as amended by Anita Posey Lowe, Larry Brendan 2<sup>nd</sup>. Approved.

**3. Review and Approval of Minutes from September 21, 2011**

Discussion on pg 1 item 4 Judy Thompson resigned. Sonja Hamilton stated that she thought it should be a leave of absence but Rebecca explained that the board considered it a resignation with the opportunity to return in six months. Motion to approve the minutes by Lorelee Love, Jerry Berry 2<sup>nd</sup>. Approved.

Introduction of new artists by Lorelee Love

Nancy Hakala has lived 20 years in Auburn and has been an artist for 15 years primarily as a muralist. She has a new working studio at ARTS Bldg where she paints wildlife and endangered animals.

Ardith Gray, the new fiber artist was not present.

**4. President Report, Rebecca Martinez**

Rebecca reviewed her year end report. She thanked members for being valuable contributors.

Board accomplishments:

Patty Pieropan Dong, Vice President, has been tactful in smoothing out problems.

Farewell to some members but Lorelee Love, membership, has brought in good new members.

Lance MacKenzie, Treasurer, has developed and implemented monthly reconciliation reports which have helped to help identify areas of loss and added integrated credit card processing the to POS system.

Gail Morgan, Display, has made our gallery ADA compliant, clean, fresh, and varied. Wheelchair guests during a recent event had plenty of room to maneuver.

Carol Bellamy, Publicity, created a survey and tally for publicity and staffing purposes. The gallery has an increase in traffic on Saturday and Sunday nights.

Rebecca Martinez, President, has implemented two part technical workshops for gallery members to increase online skills.

Keith Smith is planning more online marketing efforts for this year.

Terry Accomando organized the files.

Christina Salazar, Facilities, worked on improving lighting, cleaned the carpets and kept the packaging supplies stocked.

Jamie Baxter, Events, managed the VIP reception, the Artwalks, the new artist and featured artist receptions and the Christmas party.

Rebecca's 2012 goals are to keep this well oiled train going and continue to increase sales.

The new security system will be in place soon.

Artist technical workshops will continue.

Sales training workshops will be implemented for new as well as all members.

Publicity will be improved, new budget and plan in works.

Rebecca has a new grants program to introduce in January.

She encourages artists to submit new work and keep the creative spirit going.

Rebecca reminded the membership to tell artists friends that we are always seeking new talent.

Rebecca has also emailed the year end report out to members.

**5. Vice President Report, Patty Pieropan-Dong**

The gallery is running smoothly.

Patty encouraged membership to approach her with any problems.

She thanked telephone tree for calling the membership for this meeting.

**6. Treasurer Report, for Lance MacKenzie**

The sales comparison shows that October is 26.66% over last year. The membership was enthusiastic!

The year to date is 7.66% better than last year.

The cash flow report shows that we are right on pace with last year.

Lance clarified Nancy Hakala's question about the cost of running the gallery. 80% is the artist payoff, 20% is the cost to run gallery.

Fees are different for different credit cards. It is best to take a pin # for a debit card over \$20.

Motion to accept the treasurer's report by Patty Pieropan Dong, Larry Brendan 2<sup>nd</sup> . Approved unanimously.

## 7. Secretary Report, Janet Nicholson, alternate through the end of the year, no report

## 8. Publicity Committee Report, Carol Bellamy

December featured artists are Don Lawson, Darlene Becker and Ann Ranlett. Ann will demo Dec 2 -6 to 9

November artists have nice display.

New member reception went well and will be planned again for next year.

Passed out plan for 2012.

New committee – Jay Stargaard, Stacey Lamothe, Sandy Delahanty and Jenny Stepp  
Events 2012

All gallery events are planned for January, February, March, September and December

Artwalk every other month, April, June, August and October will feature three artists who will pick their own theme.

Email Carol Bellamy to sign up as a featured artist.

The gallery will feature 2D artists in November and 3D artists in May –“ members need to pick one if they work in both 2D and 3D.

Sonja Hamilton stated that to participate in the Artwalk artists must be a member of Placer Arts. If an artist is in more than one Artwalk during the season, the work must be different.

Sandy Delahanty, publicity committee

Sandy gave a Facebook report. She encouraged members to participate with photos, videos and comments. Sandy sent out an email of instructions. Our Facebook page reports 254 active monthly users. Users and comments are up. Sandy suggests that members take a picture of new work and post it when they bring it into the gallery.

Christmas window decorations on outside. Nancy Hakala presented designs which are simple but do not cover up artwork. The design suggests painting ornaments hanging in windows and bordering windows with pine cones, branches, bows and holly with a wintery theme. Chris Foster suggested to ask Vern, our landlord, for permission since some windows may be tinted. Lana Federico and Gail Morgan have boughs but chimes are in the windows so they may use the swags on the door. Rebecca suggests that the display committee will make the decisions. Rebecca will call Vern. Nancy will work with the display committee. Lorelee Love will give us lights for outside. Cherie Danzer will take care of hanging two wreaths on the outside wood doors .

Stacey Lamothe motioned to have Rebecca contact Vern and let Nancy work with the display committee. Sandy Delahanty 2<sup>nd</sup> Hand count unanimous.

## 9. Special Events Committee Report, Jaime Baxter

Christmas party will be on December 7 at 6pm with dinner served at 7pm. It will be catered for \$15 per person with buffet style tri tip, chicken breast, squash rotini, real plates and wine glasses. Bring your own alcohol or wine beverage there will be water, coffee and soda. Everyone needs to pay by December 1. The caterers will clean up. Heidi Murray has a raffle donation bag in the back room.

Country Christmas is December 10 and 17, 6 to 9pm. The gallery will rent space in front of gallery and the fee has been waived for merchants. EZ up and lighting will be needed. Jaime will check on lighting at the OTBA meeting. Jay Stargaard has lanterns. The gallery will also be set up for ornament signing during Country Christmas.

Michele MaKenzie announced the ornament signing event November 17 from 6 to 9. This year was short notice but it should be a traditional event around Thanksgiving. It should get more people into the gallery.

## 10. Facilities Committee Report, Christina Salazar

She is not present but is working on replacing the front square of track lighting which has been acting erratically. The gallery will go ahead and pay to have it replaced. Lorelee Love thanked Jerry Berry and Larry Brendan for replacing the outside light bulbs.

## 11. Display Committee Report, Gail Morgan

Gail brought in three trees in for members to hang their ornaments. The tree in the back room needs to be unplugged. The others are on timers.

## 12. Other Committee Reports

The security system bid did not include the monitor so it needs to be revised.

Motion to add an additional \$100. to cover the monitor was made by Anita Posey Lowe. Sonja Hamilton 2<sup>nd</sup> Approved.

### 13. Membership Committee Report, Lorelee Love

The next jury will be in January.

#### New Business

Chris Foster thanked Christina Salazar and Joanne Johnson for the new phones.

Joanne says that you can use Caller ID to block nuisance calls. Keith Smith registered the gallery on the National Do Not Call registry.

Stacey Lamothe suggested that the VIP reception be moved to Friday or Saturday night for more traffic. Jaime stated that the last two years had a horrible storm on the reception night. There was discussion to make it a private or public event. Use a printable invitation or password to get into the door. The VIP reception will be discussed further in January.

Larry Brendan – Totally Cool has been placing their display against our door and flower box in front of windows. Cherie Danzer has spoken to Totally Cool in the past. Vern gave Totally Cool permission to tie her door against our door. Sonja Hamilton suggested that we talk to Vern. Lorelee Love moved Totally Cool's sandwich board back from the front corner of the sidewalk. Chris Foster stated that the air conditioner was dripping on their merchandise. Rebecca Martinez will speak to Vern. Lorelee Love says it is a fire hazard which blocks our exit door and it reflects on our quality.

Rebecca will go to Vern and ask about paint and Totally Cool. Cherie Danzer suggested that the hallway needs to be cleared of pedestals before Vern looks. Gail Morgan and Gary Freeman will take pedestals out to storage. Vote to approach Vern about Totally Cool was a hand count with one no and the rest were yes.

### 14. Greater Good Announcements

Rebecca recommended changing the meeting times to 6:30. It will be considered in January. It was suggested that the members from Sacramento can not make it any earlier.

Larry Brendan has a one man show December at Appel Gallery in Sacramento. The reception is December 9 and 2<sup>nd</sup> Saturday is December 10.

Jerry Berry is showing at Viewpoint Gallery in Sacramento with a reception December 9 and 2<sup>nd</sup> Saturday December 10. Victoria Brooks will have large frames delivered to the gallery. Call her when they come in and she will pick them up right away.

Joan Sexton and Pam Snyder opened the Gang of Five Gallery and studios on 1021 R St upstairs, Sacramento. The opening reception is on December 10<sup>h</sup>. It was recommended that the events be put on The Old Town Gallery Facebook page by Michele MacKenzie. Rebecca also encouraged members to put events on the Zoomaru calendar which can also be shared on Facebook.

Nicholson Blown Glass is open every weekend until Christmas.

Carol Bellamy is in the William Jessup show in Rocklin.

Shannon Morgan has rented a warehouse at 15<sup>th</sup> and C in Sacramento and will be open weekends until Christmas.

### 15. Elections, Sonja Hamilton

Thank you to The nominating committee:

Meg Black-Smith, Larry Brendan, Dorene Kidd and Anita Posey Lowe

There is a space for write in votes on ballot.

VP alternate/stand in – Jaime Baxter

Secretary alternate - Jaime Baxter and Janet Nicholson

Board members are spokes persons for committees in board meetings.

Janet Nicholson, Secretary, will count votes. Absent members can respond to Janet in 12 days.

Secretary will let membership know results after 12 days.

Patty Pieropan Dong will have the phone tree contact absent members to let them know who will be getting an absentee ballot by email.

Lance has a contract so he will be the treasurer.

Sonja and Rebecca passed out the ballots.

Sonja was nominated for president by Lana Federico. Anita Posey Lowe 2<sup>nd</sup>

Rebecca nominated Jay Stargaard for display but she declined.

### 16. Upcoming Meeting Schedule

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

### 17. The meeting was adjourned at 8:39