

## Auburn Old Town Gallery

Board Meeting: Monday, 6 PM at the Gallery August 19, 2013

Caller to Order by President Cherie Danzer at 6:02 PM

**Attendance Sheet**- Cherie Danzer, Rebecca Martinez, Lorelee Love, Lana Federico for Gail Morgan, Christina Salazar, Lance MacKenzie, Patty Pieropan Dong and Janet Nicholson for Ardith Gray.

July 22, 2013 board meeting will be reviewed and approved at the next board meeting when Ardith Gray is present.

**Treasurer's Report**, Lance MacKenzie - Patty Pieropan Dong motion to approve, Rebeca Martinez seconded, report approved.

We are ahead \$7000. this year over last year. Consider options for new computer. Have Jerry Berry present numbers around \$2000. Possible refund back to artists if we are approaching a \$10,000. year end profit. Dispersing the K1 or free December rent suggested. K1 best solution. Profit divided into shares according to how long you have been in the gallery. 12 month share could be \$150. each. A one time disbursement in not part of the bylaws but could be done one time. Consider options to be discussed at the next board meeting.

Bank stamp is missing but not a problem.

Cherie Danzer will contact Jerry Berry about the computer purchase.

**Vice President's report**, Patty Pieropan Dong - no report. He mother-in-law recently passed away and her Mother is ill.

### **Committee Reports:**

**Display:** Lana Federico reported for Gail Morgan  
Joan Sexton switched with Kristen Hoard and Jessie Brooks.

A glass cube was ordered for Jennifer Lile.

Jodi Reed added two glass cubes to her display.

Barbara Steffen has a full space as of August 8, bought two new glass cubes.

All materials are being updated with photographs of moves and dates of moves.

Many moves will happen in October and November. The committee considers the balance of moving artists front to back and larger to smaller spaces.

**Membership:** Lorelee Love - Two people are on the list for jurying. John Johnson is one of them. Six are on the waiting list now. The next jurying will be in January. Limit of ten each time. Ann Rannlett contacted Lorelee about printing on metal. It was decided that she does not need to jury.

**Facility:** Christina Salazar - no report. Ordered picture wire.

**Publicity:** Rebecca Martinez - Post Card mailing for September sale: 647 postcards will be mailed closer to September 1 to a radius of 50 miles and more to customers on the 180 corridor and who have \$50.00 spent in one or two years. 1000 were printed. Keith Smith will email to approximately 2800 names.

**VIP** - Cherie suggested sending out invitations to everyone who shops at the gallery. Open up the parameters. Encourage members to send out their own invitations. Have Keith do a eblast.

### **Trivia Pages**

QR code linked to trivia.php redirect point set up with Ann

Google analytics installed on website to track QR code.

250 word feature story will be in the Trivia Page booklet with an ad on the front page. It will be available in six local restaurants - Strings, Brookside , Cafe Delicias, Awful Annies, Bootleggers, Sweetpeas - in September.

Budget is on track. An ad is placed in Auburn Journal for Sept. sale.  
An article on new artists Artwalk reception was in Auburn Journal as a sidebar for Artwalk.  
Publicity needs current photos of the interior of the gallery.  
Mike Murphy will have his Burning Man Art Car in Old Town for the October Artwalk.

**Special Events:** Jennifer Lile - October Art Walk theme is "Confluence of Style"  
A list is needed for people to sign up for the October collaboration.  
Jennifer's report is available in a separate email since she is absent.  
Next year's theme shows need to be discussed.

**Old Business** - The Membership Agreement is done.  
Sonja Hamilton and Ardith Gray are proofreading.

Rebecca Martinexz was concerned that Reif Erickson's questions had not been answered at the June board meeting. Ardith Gray's June minutes listed Reif's concerns. Emeritus status is no longer available in the membership agreement. Concerns will be determined by the board. A member 75 and older will work with someone else in the middle of the day. Counter top delt with. Space questions answered in minutes.

**New Business-** Customer Complaint - Cherie dealt with the complaint at the general meeting. She will ask the membership to not discuss board or gallery information in a negative way in front of customers.

The board invited Reif Erickson to the June Board meeting, Rebecca Martinez said that he was not listened to or responded to with respect. Open communication with the board and members is so important. Lana Federico explained display space to Reif and offered for him to help on the display committee. Rebecca suggested that the display committee explain measurements at the general meeting, Reif is on the nominating committee and Cherie suggested he find two new people for each job. Lorelee Love says Reif needs to be aware of the complaint. Cherie will talk to Reif. Rebecca suggested that display measurement be transparent.

Remind people to call next days shifts and call members when their art work sell.

Announcements - September Sale, remind members to adjust all new merchandise in the computer (to reflect 15% off).

Polly's husband passed away.  
Move to adjourn by Lorelee Love, Patty Pieropan Dong seconded. Adjourned at 7:04

Dates to Rememer:  
Monday, September 16, 2013 Board meeting 6PM at the gallery  
Wednesday, September 18, 2013 General Membership meeting 7PM at the gallery

Submitted by Janet Nicholson to Ardith Gray August 27, 2013