

Auburn Old Town Gallery
Board Meeting – July, 2013

July 22, 2013

President: Cherie Danzer
Called the meeting to order at 6:07 PM

Attendance Sheet:
Patty Pieropan Dong on vacation
Christina Salazar, absent.

Secretary: Ardith Gray
Minutes: June board minutes accepted with following corrections.
i will send out corrected minutes. Please review.
~~A motion was made by Rebecca Martinez to approve the ammended June 17, 2013 Board Minutes at the August 12, 2013 board meeting. Seconded by Jennifer Lile.~~
~~The June 17, 2013 minutes will be reviewed at the August 12, 2013 board meeting.~~ [Ardith this should appear in the July minutes under approval of minutes.](#)
a motion was made by Rebecca Martinez to approve the amended June 17, 2013 Board Minutes board meeting 's minutes. -Seconded by Jennifer Lile. The June 17, 2013 minutes will be reviewed at the August 12, 2013 board meeting.

Treasurer: Lance MacKenzie
YTD sales - \$688.00
Motion to accept sales report: Lorelee Love
Seconded: Jennifer Lile
\$5000 increase in sales from 2012. If sales continue to increase we will have a profit for 2013.
Discussion: Gail Morgan- To spend down the profit, can Keith Smith update the POS system?
Ardith Gray - can we have more advertising in the Auburn Journal?
Rebecca Martinez - Can we use the money to cut back on the membership and have additional advertising and also improve the POS?
Lance MacKenzie - Consider reducing membership's commission rather than reducing the rent. We need time to review how we spend the money.
Cherie Danzer: Let's put Keith Smith on the membership meeting agenda. He explain the ins and outs of purchasing a new POS system.

Theft: Keith and Merridee Smith - reimburse \$32.50 for missing scarf.

Motion to reimburse - Rebecca Martinez
Seconded - Gail Morgan
Motion passed to reimburse Keith and Merridee Smith.

Vice President: Patty Pieropan Dong
No report - on vacation

Committee Reports

Display: Gail Morgan
Moves in the gallery:
Larry Brenden switched with Patty Pieropan Dong
Jerry Berry switched with Beverley Steele
Michele MacKenzie switched with Ann Ranlett

Best of Best 2012 - OTG won the award for the Best Gallery - 2012
Joanne Johnson, Ardith Gray, Gail Morgan and Anita Lowe went to a large event held at the Ridge Golf and County Club. Local restaurants provided the food for the event. We sat at a table with Dennis Noones, the new editor of the Auburn Journal and a new dentist in town. We will put the new award in a frame and place it on the wall near the POS.

Membership: Lorelee Love
Please do not give out Lorelee's business card to artists wanting to jury for membership in the gallery. Give them a membership application and ask them to send it to the gallery. May we add this to the guidelines for membership? A prospective member must be able to learn the POS system to qualify for membership.
New members will jury at the July Membership meeting.

Facility: Christina Salazar - absent
Discussion: We are getting too much water from Placer Pure Stream Water. Can we call them and have them reduce the delivery amount?

Publicity: Rebecca Martinez Report:
Publicity Team Meeting, July 8, 2013
Present: Ann Ranlett, Rebecca Martinez, by phone Keith Smith
Absent: Sandy Delehanty, Janet Nicholson, Kristen Hoard and Carol Bellamy
1. Gallery website -- Ann nearly has the new Wordpress site ready to launch. The new website will allow artists who are interested to load and update their own photos, links and bios. Also, she will be adding a new private page to the website for members with instructions on Photobucket use, etc. We will also look at QR codes for our artists to use to direct their followers to our web page. We will post some guidelines/instructions for members to interact with the gallery Facebook page.

2. Need final details from Jennifer Lile regarding New Member Reception at August Artwalk on August 8. Carol Bellamy will write and distribute press release. Keith Smith will do e-blasts around July 31, 2013. Rebecca Martinez will do poster and .jpg for artists own promotion. Kristen and Sandy to promote on facebook. How about Pinterest? Kristen?
3. September Sale: Keith Smith will set up e-blast before he leaves for Hawaii on August 13th. It will be sent around August 23, 2013. Post cards should be ordered and sent by August 15. We have a small supply of old postcards which may be used for handouts at the gallery. Rebecca will layout postcard featuring OTG gallery members who have not been featured yet this year. We will have an ad in the Auburn Journal also. Facebook also.
4. We discussed internal communication within the Gallery. Keith suggested an internal newsletter for gallery members, but it is probably not needed if we just make sure that the gallery member and board meeting minutes are posted in a timely fashion on our private page. Also, we could make sure that new member instructions regarding photo and bio submission is on the website private page. Keith will come to the July 29, 2013 board meeting to discuss these matter with the Board.
5. Collection of customer data: encourage gallery members to continue collecting data at the time of sale.
6. Upcoming publicity plans include an Auburn Journal ad, Trivia pages campaign and possibly another member training workshop for online promotion.

Question: Can we use the postcard with the barn on the face? People know who the card comes from with the barn on the front of the card.

Special Events: Jennifer Lile

Jennifer needs \$75.00 for each event where there is music. The old method was that the artist had \$50.00 to use either for food or music. We will take the request to the membership for a vote

New Member Reception will be held during the August Art Walk. The new members want a flower theme and will be bringing the flowers. I will be contacting all of them during the week to make sure that all is covered. At least two of the new artists will be doing demonstrations during the reception. Michelle MacKenzie will be sending out a call for food and extra help for the evening, probably this coming week as. There will be acoustic music provided by Michael Hill and Caleb Solomon.

A Confluence of Style is the theme for the October Art Walk. There are at least five "teams" of artists who have committed already to do collaborative art pieces. I will be sending out another notice before the general meeting next week and recruiting more artists at the meeting. Gary Bennett will be providing music for the evening, and again, all

members will be asked to bring food and help in shifts for the evening.
All details will be in place before the Sept. Board meeting. There will be a sign up sheet passed around at the the July Membership Meeting..

Discussion: Lance MacKenzie - How are the collaborative pieces going to be placed in to the POS system? Which artist is going to have their number listed on the art piece? Decision - It is up to the artists to make these decisions.

Pieces have to be in by a certain time.

Rebecca Martinez - Could we use an empty space in the gallery if someone is leaving?

Would it possible to use the space which is vacant in the area behind the gallery for one night.? Could we contact Vern Johnson to see what the price would be to use it for one night?

New Business:

Barbara Hoffman missed her shift Sunday.

Lance MacKenzie needs a new contract, for \$400 per month, signed for his Treasurer's responsibilities.

Please avoid using void on the POS use delete.

Fall: Jewels to Junk - October 20, 2013, Auburn Antique fair....Do we want to purchase space in front of OTG to insure easy access to the gallery?

The cost of the space is \$65.00.

Please be careful what is being talked about when members are on duty at OTG.

Motion to adjourn - Gail Morgan

Seconded - Lorelee Love

Meeting adjourned at 7:40 PM

Respectfully submitted

Ardith Gray, Secretary OTG