

**Auburn Old Town Gallery  
Board Meeting  
Monday March 18, 2013**

**President- Cherie Danzer**

Meeting called to order at 6:08PM

Attendance - All board members present

**Secretary: Ardith Gray**

March 2013 minutes approved

Motion: Lorelee Love

Seconded: Gail Morgan

Minutes approved.

**Treasurer: Lance MacKenzie**

<717.40> down from last year.

Motion to accept minutes: Patty Pieropan Dong

Seconded: Lorelee Love

Report approved.

Theft report:

Lorelee Love - hearts stolen - 3 @24.00+ \$72.00

Jennifer Lile - 1 cuff @\$74.00

Perhaps a cube should be used

Motion to reimburse - Patty Pieropan Dong

Second - Cherie Danzer

Motion approved.

**Vice President: Patty Peiropan Dong**

No report

**Display: Gail Morgan**

For Art Walk there will be three pedestals for the April featured artists. It will be in front of the POS.

The April featured artists will be: Jenn Norpchen, Doreen Kidd and Ardith Gray. Jennifer Lile will coordinate the event and set up the spot for the three artists involved. Jennifer will let Gail know what the three artists are bringing.

Terry Accomando and the Morgans switched places on March 8, 2013

Keith and Merridee Smith will be joining the gallery again in the Pie shaped shelf.

**Membership: Lorelee Love**

Please remind staff about duties list at the POS station.

Introducing new members:

Paula Amerine

Liz Collins

Keith & Merridee Smith

The new member jurying will be held after Treasurers report.

There will be a jurying at the Wednesday Membership meeting - 03/20/2013

The jurying will be earlier in the meeting. Keep your ballots to facilitate a discussion regarding the artists and their medium.

Buff Levensgue - Wood carving

(Mae) Susan Polstra - Photography and watercolor  
Diane Tharp - Watercolor  
Gayle Rappaort - Acrylic mixed media  
Chris McKay - Photography  
Sherrri Dauphinais - Oil Painting  
Barbara Steffen - Silver Metal/glass jewelry  
Sheldon Steere - Photography

Facility: Christina Salazar (I don't see in the minutes that we resolved any of Christina's questions)  
Lighting discussion: Please don't discard burned out lights. Don't move the facility lights. The lighting in the gallery is to be controlled by the Display committee. Jenn Norpchen is in charge of the lighting in conjunction with the Display Committee.

Joanne Johnson sent a picture of a stool. What does the board think?  
Patty Pieropan Dong motioned that we purchase a stool  
The Motion was seconded by Lorelee Love.  
The motion was passed.

March 4, 2012

Ordered from Westside wholesale  
6 RD cylinder Track fixtures @9.88 = \$58.00  
6 Goose neck track fixtures @ \$29.99 = 179.94  
each fixture has gone up \$1.00 since last ordered 8/21/2010

March 7, 2013

Jaime Baxter called to let me know that 3 of the large lights were burned out. I asked her to try the new fixture, she did, it was the bulbs had gone out not the fixtures.  
Is is time to orders new bulbs?  
Should we order the LEDs. (This is what we originally voted on).

Publicity: Rebecca Martinez

1. Prepared a master schedule for press releases, eblasts, on line listing to publicize.
2. Prepared a form for Special Events Team to complete and submit to Publicity for each event so the publicity information will be consistent for each event.
3. Made Face book postings.
4. Refined the Photobucket.com
5. Broadcast - updated instructions to membership for Photobucket use.
6. Purchased and organized a binder to keep in the Gallery for member's printed news, magazine or other articles.
7. Organized and conducted an education workshop
8. Designed and produced the February Barn Door poster for "Art of the Heat".
9. Designed and produced 750 VIP event postcards.  
216 cards were sent via US Mail on March 6, 1013 to customers spending more the \$50.00 in the past year and living within approximately 50 miles of gallery.  
500 cards were printed and made available for gallery members.  
Gary Bennett is the entertainer for the VIP event.  
Lone Buffalo Winery will provide a tasting.  
The cards were printed and mailed by Printmasters of Auburn at a cost of \$340.00

10. On line event postings maintained.
11. E-blast for the VIP event was broadcast on March 12, 2013 to customers spending more than \$50.00 in the past year living within 50 miles of the gallery but also including Reno NV and SF Bay Area.
12. Expenditures for 2013 Placer County Welcome Gide 2013 ad - \$360.

Immediate plans include:

1. Electronic Newsletter
2. Continue electronic and written publicity/press releases with focus on Featured Artist series.
3. Face book postings
4. Posters with Featured Artist and events.
5. Another Art marketing Workshop
6. Trivia Page placement when contract is available
7. Auburn Journal ads
8. Listing as Autumn Arts Studio Tour Tickets Sales location Placer County Studios Tour Rack Card.

Special Events: Jennifer Lile

Discussion: Can we have more receptions?

Are we going to ask the clay people to do the Featured Artist/ Art Walk for June?

Can we raise the fee to \$75.00 for entertainment for Featured Artist?

A motion - Patty Pieropan Dong to pay the musician \$75.00 a performance.

Seconded - Lorelee Love

Motion passed.

Discussion: Jennifer will find out the musician arrangement for future artwalks.

Art in the Garden: May 4 2013. The membership will vote on weather the event is a gallery sponsored event.

Could it be regarded as a OTG gallery outreach/publicity.

A motion was made to sponsor the Art in the Garden at Eisleys. -

Rebecca Martinez

Seconded - Patty Pieropan Dong.

Motion passed.

We will discuss the ins and outs with the OTG membership at the membership meeting.

Old Business

Cherie Danzer - the counter tops are coming.

A motion was made to adjourn - Lorelee Love

Seconded - Gail Morgan

Meeting adjourned - 8:20PM

Respectfully submitted

Ardith Gray

Secretary Old Town Gallery