

## **September 16, 2013 Old Town Gallery Board Meeting**

Attendance: All board members present

**President:** Cherie Danzer called the meeting to order at 6:15 PM

**Secretary:** Ardith Gray

Minutes from August 19, 2013 board meeting:

Patty Pieropan Dong: motion to accept the minutes

Jennifer Lile: Seconded

Minutes accepted

**Treasurer:** Lance MacKenzie

YTD (\$1260.99)

Motion to accept treasurer's report: Rebecca Martinez

Seconded: Lorelee Love

Report accepted.

\$70.00 missing in the accounting system. Lance will look further into it.

There may be profit in 2013. We will need to spend the money down. Jerry Berry is our guest. He has been looking into a new POS system. This system will have a touch screen. It will also have a keyboard. It has 2 hard drives, one is a backup. We may have to replace the printer and peripherals may need to be purchased also. We will purchase the equipment from Certek. They load the software and peripherals and make sure they work before delivering them to us. The gallery in Placerville has the system we are looking at and Keith Smith and Jerry Berry will go to the gallery to review how their system works. The price is about \$3500.

Rebecca Martinez: Is \$3500. a good price?

Cherie Danzer: Should we ask the membership for \$2500. so we can go ahead and purchase the system?

Jerry Berry: The bulk of the price is the computer. I will try to have more figures for the September Membership meeting.

Lanse MacKenzie: To offset the profit we could also disperse the profit among the members. Lance does not recommend disbursement. Perhaps free rent for the month of December. We could also pay for the Holiday party.

Rebecca Martinez: Can we use part of the money to advertise in the Welcome guide?

Cherie Danzer: The board needs to be in agreement on how to spend down the profit.

1. Free rent in December.
2. Add in Welcome guide
3. Purchase new POS system

Should we let Lance MacKinzie make the call on how the profit is spent down?

Cherie Danzer: I had the opportunity to talk with the late Vern Johnson's wife Nancy. She does not plan to sell the building and has talked with her children in terms of keeping and maintaining the building.

**Vice President:** Patty Pieropan Dong

Jerry Berry has purchased a new printer for the gallery. It is in place at this time.

Jay Stargaard: Good News, the gallery collaborative piece that will hang in the upper part of the barn has been approved by the City. The permits are completed and the fees are paid. I have a meeting with the City September 16, 2013 to submit the new plan for installation. Kevin Jellison, electrician, will be hired to do the electrical portion of the installation. The sculpture can not hang over the street. Vern Johnson's handyman will help with the installation and will do the work as a volunteer..

**Display:** Gail Morgan

Gail and Lana Federico will meet to discuss future member moves in the gallery.

**Membership:** Lorelee Love

Three people will be juried at the Wednesday September 18, 2012 Membership meeting.

A previous member, John Johnson, will be submitting his work for consideration.

**Facility:** Christina Salazar

We purchased new lights for the horizontal jewelry cases.

LEDs have been ordered.

A 12 inch paper cutter is needed.

**Publicity:** Rebecca Martinez

There is \$332.00 left in the publicity account. We need two more posters and I would like to reserve space in the Welcome Guide.

Carol Belamy will send press releases out for "Confluence of Style" The title for the otg gallery Art Walk event.

New gallery members have submitted their bios and photographs. The result is excellent face book coverage as well as an article in the Auburn Journal. The event poster featured the 9 new members.

September sale: 1000copies of a red postcard featuring the gallery storefront were printed and 647 were sent to local and 1-80 customers spending over \$50.00 in the last 2 years. The eblast was sent to 611 customers and 480 opened customers opened it.

A full color 2 column by 4 inch add was placed with Gold Country Media to run Friday, 8/20 in the Roseville Press Tribune; Sat/Sun in the Auburn Journal; Thursday 9/12 in the Lincoln Messenger and Sat/Sun in the Auburn Journal, the cost was \$368.00.

Local Trivia Pages: The gallery was able to secure front page advertising for the year in this publication, which was placed in 6 local restaurants.

Upcoming plans include publicity for October's Confluence of Style show and Art Walk reception to be held on October 10, 2013. Plans are in progress for Holiday Ornament personalization appearances.

**Special Events:** Jennifer Lile

October 10, 2013 "Confluence of Style" . Carol Bellamy is working on press releases. Space for the art pieces will be a problem. There will be labels on the artwork which gives credit to the artists. The pricing and remuneration is between the artists.

Michelle MacKenzie is in charge of the food and help for the event.

October 20, 2013: A street fair will take place and we will rent the space in front of the gallery. The fee for the space is \$32.50. Lance MacKenzie will pay the fee with a check.

Ornament signing: November 30, 2013, December 14 and 21 for Country Christmas.

We can not use any sort of electricity for the event.

Holiday gallery dinner: Which day should we have the event? Last year it was on a Monday. Should we have it at Woodside Mobil Home Park? Should we have a gift exchange? We need to be sure that each person that wants a gift brings one.

January 2014: We need suggestions in terms of an event for the month.

February 9, 2013: Taste of Chocolate. We will ask the membership to participate in the Chocolate Cook book. Members can submit their favorite chocolate receipts.

March 21, 2013: Let's not skimp on post cards. Let's send out cards to all our customers.

**New Business:**

Nominating Committee: Rief Erickson is in charge of the nominating committee. Ellen Huls will sub for Rief this Wednesday at the membership meeting. We

need a majority of members at the meeting before the slate of officers and board positions can be voted for.

Questions:

1. Should the ballot go out to membership early and on the night of the election write in candidates can be submitted.

No decision was made.

Motion to adjourn: Lorelee Love

Seconded: Gail Morgan

Meeting Adjourned at 7:20 PM

Respectfully submitted,

Ardith Gray, Secretary

Auburn Old Town Gallery