

Old Town Gallery
Board Meeting

03/17/2014

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

Attendance: Jenn Norpchen absent.

Secretary: Ardith Gray
Motion to accept 2/17/2014 minutes: Patty Pieropan Dong
Seconded: Lana Federico
Minutes approved.

Treasurer: Lance MacKenzie
Motion to accept the Treasurer's report: Rebecca Martinez
Seconded: Patty Pieropan Dong
Report Attached.

There was a member that cashed their check in OTG cash register.
This is not permitted. Her check was returned and the amount deducted from
her
monthly check.

Lance MacKenzie will gone from March.19, 2014 - April 8, 2014.

Vice President: Patty Pieropan Dong
Patty handed out the new Election Guide prepared by the Ad Hoc committee,

Publicity: Rebecca Martinez
Presented her dream budget.

Questions: Do we want to all the post cards same with the Red Barn?

Could the post cards for VIP out earlier, perhaps February.

Jaimie: I was busy right after the first of the year?

VIP: The customer must present the postcard for VIP because it is an invitation only
event; therefore, we can legally serve alcohol.

Lana Federico: Should we even send out cards since the Eblast goes out
Should we advertise in the Gold Country Entertainment Guide? There are four
issues and the magazine will showcase artists. Michelle MacKenzie must be
given information if she is going to press releases.

Lana Federica: She worked the bay area in a publicity position and wrote
articles about artists and was able to get free advertising by submitting the
articles to the local media.

Human interest stories could be written about glass blowing, jewelry making etc. If we advertise in the Auburn Journal we will gain "good will" with the newspapers.

Michelle MacKenzie is in charge of the press releases; however, she need information on the artists to publicize the artists.

Special Events: Jaimie Baxter

We should standardize cards. There has been artists having a "hissy fit" about their work not be featured on postcards etc.

Rebecca Martinez: Perhaps we should eliminate the "post card".

A motion was made to approve the publicity amount from last year. The motion was not seconded or passed.

Patty Pieropan Dong: Should we cut the bill board and the Trivia Pages from the proposed publicity dream budget?

Lance MacKenzie: If in six months if we have more income we may approve other expenditures.

Will we have 9 more posters @ \$37.00 each.

Web site is paid for.

Old Town Business Association Art and Wine Festival, Fair are we going to participate?

There is a limited budget.

Rebecca Martinez: There is a new Placer County Welcome Guide Director.

The guide will show both Summer and Winter in a flip page format.

The new director will be writing the copy in more of a story format.

Motion Jaimie Baxter: Allocate \$400.00 to the Placer County welcome guide.

Seconded: Lana Federico. Motion passed

Motion to allocate \$300 for posters: Patty Pieropan Dong

Seconded Lana Federico.

Motion passed.

Jaimie Baxter is working on the Old Town Art and Wine festival.

Membership: Heidi Murray (absent)

Cherie will have the ballots for the Wednesday Membership Meeting if Heidi doesn't feel good after her fall.

Facility: Lana Federico

Jaimie Baxter is moved to the back room.

Barbara Steffen is moved to the front.

Ardith Gray is moved glass case closer to her area.

Carol Bellamy and Jenn Norpchen have exchanged places.

Old Business: Paula Amerine has left the gallery we need a new person to go to the Chamber of Commerce meeting at Sizzler. The meeting is the first Wednesday of the month.

New Business:

Lane MacKenzie- lets move the cash register to where it was before.

Motion to adjourn- Rebecca Martinez
Seconded-Patty Pieropan Dong
Adjourned at 7:20 PM

Respectfully submitted - Ardith Gray
Secretary