

APPROVED
14 November 2016

AUBURN OLD TOWN GALLERY
218 Washington St. • Auburn, CA 95603
BOARD MEETING
October 10, 2016 • 5:00 pm

Call to Order 5:05 pm Present, John Johnson, Lance MacKenzie, Rebecca Martinez, Ardith Gray, Cherie Danzer, Susan Stoll, guest Keith Smith. Absent; Lana Federico, Patty Pieropan-Dong, Heidi Murray

1. A special report for online gallery sales was presented by Keith Smith. He reports contact with Certek, the Artisan support company. An outside vendor, Zoey.com, which is an ecommerce platform, manages the entire business. They give us a template for the storefront and manage the payment system. Basically we outsource the entire process and work through Certek. The storefront is an easy, drag-and-drop interface. We would be upgrading to Artisan 4.1 for \$495. If we upgrade, Keith would need to revise the operating manual fairly extensively. Zoey.com is willing to set up the account through Certek for \$250, normally \$1,000. The monthly fees are \$85 from Zoey and \$15 from Certek. Keith believes it might be time to start selling online, based in part on informal surveys with younger gallery customers. He suggests that he look at it in more detail, get some questions answered, *i.e.* who posts the item, what happens when an item sells, how to publicize the new shop, can we do research work with The Artery in Davis. Let's get 10-12 members to research and possibly agree to sell online. Keith contacted some of the galleries which are already using the system and they all thought it was easy to use.

Keith also suggested we consider art rentals – customers could rent artwork for 12% of the value per quarter. This would be something to consider in the future.

Susan will talk to the Artery to share the research.

2. Approval of Agenda, Minutes

MOTION MADE by *Cherie* “to accept the minutes from the September 12 Board meeting” second by *Rebecca*, passed with corrections; BOARD meeting, not Membership, and typo corrections.

3. Vice President Report Patty Pieropan Dong

Positive progress for nominating committee

Reading of Ellen Hulls letter regarding Morgan work issue, hold for ad hoc business

4. Treasurer Report Lance MacKenzie

See attached Gallery sales are still down. But we aren't at the point to require action such as increasing rent yet.

MOTION MADE to approve the report Susan, second Cherie

5. Membership Report Heidi Murray absent no report

6. Special Events Report Ardith Gray

6.1 **October Artwalk** great event, turnout, music.

Idea for future event list, Mad Hatter

6.2 **Publicity schedule for 2017** will be presented to members in November. Susan needs list of new artists.

6.3 Susan suggested we create a moveable wall for featuring 2-D artists.

7. Publicity Report Susan Stoll

7.1 The map is ordered despite the unorthodox method of ordering. 20,000 copies are to be printed, distributed to hotels, welcome centers, and gas stations. Susan will supply an invoice to Lance so that Doreen may be reimbursed for the \$299 she paid for the maps.

7.2 Budget. Susan is going to create a proposed publicity spending schedule for next year. Lance recommends adding a bit of unallocated extra funds for publicity needs. Susan plans to re-evaluate the entire budget and come up with a couple of budget options.

7.3 Reception time: All receptions should be from 6-9pm in order to eliminate confusion.

8. Facilities Report, Cherie Danzer

8.1 Sales supplies: two sizes shopping bags, large and medium, have been ordered; we have enough ribbon and tissue for the holidays; jewelry boxes in 2 sizes have been ordered.

8.2 Bubble wrap, purchased 6 rolls on sale at Staples

8.3 Printer Ink; ordered a set for the colors at \$10 from new source.

8.4 New vacuum is here and working well. Cherie kept the old one here in case it can be refurbished in order to get some money back. (Doubtful but she'll try)

8.5 Lights, the last of the lights were ordered on sale; purchased 10 of them and 10... 4000k LEDs to light up dark corners

8.5 Kenny and Cherie adjusted lights after artists moved last month.

9. Display Report, Lana Federico submitted by email to president.

8.1 Beverly and Doreen changed spaces

8.2 Lance may now bill Beverly for a full space again

10 Old Business

10.1 Security camera looks better

10.2 Ad hoc committee, Morgan letter still tabled for now. Rebecca referred to gallery minutes where emeritus status was eliminated by membership vote, May 2013, no mention made of grandfathering any emeritus status. Motion made to hold off on the letter supplied by the ad hoc committee.

ACTION ITEM, Cherie will contact Shannon Morgan with a phone call suggesting that because of her mom's illness, Shannon and/or partner should come in and train and start working shifts and taking care of the Morgan display.

10.3 OTG 2020 planning conference update, tabled for now.

11. New Business

11.1 Web page.

MOTION MADE by Susan "To form a committee of Keith, Susan and possibly Ann and Michelle to look into the feasibility of having a web store." Seconded by *Ardith*, passed unanimously.

Report back next month. Susan will work with the Artery on research

11.2 Gallery placement on Google Maps Rebecca to follow up.

11.3 Holiday Dinner, Ardith has secured the Woodside Creek room for Sunday Dec. 4th, 1 pm to as late as we need. Did Kathleen Woolsey get responses regarding interest in holiday dinner? Kathleen is willing to organize food.

11.4 Nomination Committee.

MOTION MADE by Susan "The AOTG ballot will not be secret this year" Seconded by *Ardith*, passed unanimously. Rebecca will publicize ballot when it is complete.

11.5 Jennifer Lile's, condition is bad and she will know more at the end of October. She should request the leave of absence, if required.

11.6 Job Description - Board members are asked provide a job description and Rebecca will post it online. Cherie submitted a typed copy of Display Director description for typing.

11.7 Update on Chip reader from Lance MacKenzie, the merchant service company we use has no timetable for chip reader implementation. Certek does have 2 other suggestions for chip readers; we'd have to change card processing companies. We haven't had any chargebacks to date. Perhaps we don't need to switch.

12. Motion to adjourn Made by *Susan*, Second by *Ardith*, adjourned at 6:31 pm

Respectfully submitted by Rebecca Martinez, 2016 AOTG Secretary

Dates to Remember

October 16 Fall 2016 Antiques Street Fair

November 14th 5pm, Board Meeting

November 21st 6:30pm, Membership Meeting

November 24th, Thanksgiving – Gallery closed