

**Auburn Old Town Gallery**  
**218 Washington St., Auburn, CA 95603**

**Board Meeting Minutes - DRAFT**

**July 11, 2018**

Call to Order: 6:15 pm

Attendance: Shoshanna Bilunos, Patty Pieropan Dong, Diane Tharp, Lori Humphrey, Linda Miller, Gary Lord, Susan Stoll, Ardith Gray, Dianne Van de Carr

Secretary; Approval of Minutes- Diane Tharp: Lori Humphrey motioned to approve the June 13th Board Meeting Minutes, seconded by Dianne Van de Carr. Minutes were approved.

Vice President's Report- Patty Pieropan Dong:

Shannon Morgan was added to the gallery staffing calendar on July 1, 2018. Shannon has gone through training with Ardith Gray.

Our security system is not working. Since Keith is gone until September, Patty will contact Jerry Berry for advice.

A concern was raised about the front desk rug, but it was deemed ok for the time being. Of greater concern are the electrical cords across the walkway to the front desk and Gary will find better covering for these cords.

Another concern has been professional dress and behavior while working in the gallery. Patty and Dianne will draft a reminder letter to the gallery membership regarding professional dress and behavior.

Kathleen Woolsey is working on Facebook Postings for the gallery, but would like help with Social Media, specifically Twitter. Posting video interviews on Facebook was discussed, and it was suggested that these videos would be great for support of special events.

Treasurer's Report- Lori Humphrey: Lori presented the report for June 1 – 30, 2018. There was a \$3.75 misc. charge for figuring out how to process a credit card sale without the actual card. There should be POS directions in the binder for this process. We have ended service with Global Pay, however the gallery was charged \$188.20 for June's payment. Lori will provide Global Pay a letter needed to process the refund of this payment. Lori would also like to set up a different gallery savings account that would earn better than our current .02%. Lori will be researching this. Ardith brought up the concern of the rare situation of processing returns. Our policy is no returns, but same day sales can be voided. Keith Smith should be contacted if a return needs to be made. Due to illness, Jennifer Lile has a year's worth of uncashed checks from the gallery. Lori will contact her and void all the old checks and issue one new check for the total amount and deposit this for her. Lori will also follow up with a letter to Jennifer explaining this procedure. The Treasurer's Report was approved, with a motion to approve by Susan Stoll and seconded by Linda Miller.

## Committee Reports

Membership- Ardith Gray: Ardith will contact the Arts Commission to put out Calls to Artists. The next jurying of new artists will be in September.

Publicity- Susan Stoll: The gallery has committed to running 4 ads in all 4 issues of Sierra Food Wine Art Magazine this year. Various artists have committed to running ads in some or all of the issues. Not all artists are paying for ads in every issue.

Jessie Brooks is handing out gallery brochures and will be taking over the blog on the gallery website.

There is an Auburn Old Town Gallery banner in storage. This banner would be useful for the next Auburn COOP for the booth. Gary will locate the banner.

### Events- Dianne Van de Carr:

Connie Rodriguez is organizing the July 20th Art Walk.

The Auburn CO-OP on July 5th was very well attended, however there were not many sales in the gallery. There were 3 staff members in the gallery and Shoshana was tending a booth outside, with a table displaying some items from the gallery for sale. It was decided that one person in the gallery is not enough for this event and the gallery will continue to have 3 staff members that evening.

Dianne suggested combining the September Art Walk and Gallery Sale, which would run for 9 days, starting with the Art Walk on September 21. This would be called the Anniversary Sale and the correct anniversary will be determined. Dianne will work on events with Stacey Lamothe, who is coordinating the Art Walk for the gallery.

### Display- Linda Miller:

Linda will donate a microwave oven to be placed in the closet.

The rules for the Featured Artists Wall were changed for this month's theme, "Out of My Medium". Additional artworks for this theme were not allowed on artists' own walls. Artwork for this theme were only to be shown on the Featured Artist Wall. Other than this show, artists must stick to their own medium.

Jewelry cases and the cash drawer have been left unlocked. Shoshana will send out an email reminder concerning this issue to the gallery artists.

### Facility- Gary Lord:

Nancy Johnson was not in favor of putting permanent chair and table racks on the hallway walls. Gary will be investigating bolting racks to the side of our hallway cabinets. He will also look into adding another cabinet. The closet also needs reorganization and Gary will make a designated Lay Away section.

Gary will be purchasing a Brother black and white printer for the gallery. This printer produces 3,000 copies per ink cartridge, which is also much less expensive.

The neon OPEN sign was more effective in the Suite B windows. Gary will move the sign to those windows.

Gary also suggested having vertical signs to go on the inside of the barn doors, which would be on display when the gallery is open. The exact signage was not decided. Possibilities for signage were Arts/ Crafts, Fine Art, or Art Gallery.

Old Business- Lori Humphrey: The new accountant, CAC Professional Services, is on board.

New Business-Shoshana:

Shoshana suggested we adopt a gallery mascot, namely Arrow, who comes to work with Ann Ranlett. Arrow could wear a gallery scarf or t shirt. Ann will be contacted regarding this.

There was a discussion regarding how to evaluate the effectiveness of publicity for the gallery. This was deemed very difficult, but it has been observed that customers have come into the gallery requesting items seen in the ads.

No board meeting in August. Next general meeting is in September.

Dates to Remember: Art Walk – July 20th, 6-9 pm

Auburn Co-op – August 2nd, 5-9 pm

Adjourn: The meeting was adjourned at 7:30 pm, Lori Humphrey motioned, and Linda Miller seconded.