

Auburn Old Town Gallery

218 Washington Street, Auburn, CA 95603

Board Meeting Minutes, October 10, 2018

Call to Order: 6:00 pm

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

Approval of Minutes: The Minutes from the September 11<sup>th</sup> Board Meeting were approved as amended, moved by Dianne Van de Carr and seconded by Linda Miller.

Vice President's Report, Patty Pieropan Dong: Patty was not able to attend, so there was no report.

Treasurer's Report, Lori Humphrey: There was a loss of \$608.20 for the month of September. The Treasurer's Report was approved, moved by Linda Miller and seconded by Susan Stoll.

Committee Reports:

Membership, Ardith Gray: The gallery has added 5 new artists: Paul Van de Carr (watermedia paintings), Laura Bracken (jewelry), Neal DeVore (woodcarving), Stacey Pedri (photography), Marilyn Rose (oil paintings). The next jurying of artists will be in January, 2019.

Publicity, Susan Stoll:

- The Publicity committee met to evaluate publicity efforts. Publicity related emails to and from committee members will be sent to [publicity@oldtowngallery.com](mailto:publicity@oldtowngallery.com).
- All Publicity Committee members are willing to sign up for publicity again next year. The committee discussed focusing on ads on Instagram rather than print ads when putting together the spending proposal for next year.
- Ann Ranlett made signs for the front desk with social media icons. We want to encourage visitors to like us on Yelp, Facebook & Instagram etc. It was decided that we will not include barcodes at this time.
- Next time the gallery needs business cards, we'd like to add social media icons on the backs and discussed having a burgundy background.
- Brochure - it's time to update our brochures. In order to keep our brochure current, we'd like to feature members who plan to continue to be part of the gallery. We discussed charging \$20 per artist included in brochure.
- The OTG members Facebook page is working well for sharing images for use in social media. When sharing artist news on the Auburn Old Town Gallery Facebook page, the admin then moves shared news to main feed.
- The committee will follow up on requesting members to include reciprocal links on their websites.

Events: Dianne Van de Carr:

- The September Art Walk was not as well attended as previous Art Walks. Thanks to Dorene Kidd, Sonja Hamilton, and Ann Ranlett for doing demonstrations for this event.
- Dianne will pursue not having a food truck parked in front of the gallery for future Co-op events. This negatively impacts the flow of traffic into the gallery.
- As Sunshine Chairperson, Dianne sends cards to new gallery artists, outgoing artists, as well as “get well” and sympathy cards and flowers. Many thanks to Dianne for her kindly efforts!

Display, Linda Miller:

- The gallery still needs 3D artists. The gallery members need to encourage 3D artists to apply for jurying to the gallery.
- Laura Bracken is using Nancy Foster’s jewelry case space. When Nancy returns, the gallery will need to provide a jewelry case for Laura which will go in a 3D space. Susan Stoll will find information about the cases used at the Artery.
- There is a discrepancy in the sizes of half wall spaces. This can not be avoided and Linda tries to allow for this when moving artists to new spaces, alternating with larger and smaller wall spaces.
- Spending down excess revenue at the end of the year was discussed. Ideas for the use of this money were a new case for Laura Bracken, a gift card to the gallery for large expenditures such as flooring, and a new security system.

Facility, Gary Lord: Gary was not present, so there was no Facility report. Lori Humphrey will help ensuring there are enough bags, boxes, tissue, and bubble wrap for the holiday sales. Lori will also research other sources of bubble wrap that would be less expensive.

Old Business:

Security System: Keith Smith will be asked to research a new security system for the gallery.

New Business:

Upcoming Elections: Jennifer Lile is the Nominating Committee Chairperson. Rebecca Martinez and Meg Black-Smith will be assisting on the committee.

Insurance: Lori Humphrey shared that the gallery cannot increase the insurance to include artwork because the insurer would require a picture of every art piece in the gallery. Artists’ own homeowner’s insurance might cover losses of artwork in the gallery. Susan Stoll said that the Artery does include artwork in their insurance policy and it is tied into the inventory in the POS. Susan will inquire about their policy.

Adjourn: The meeting was adjourned at 6:50 pm, moved by Diane Van de Carr and seconded by Susan Stoll.

