

Auburn Old Town Gallery
218 Washington Street, Auburn, CA 95602
Board Meeting Minutes
November 4, 2019

Call to Order: The meeting was called to order at 6:10 pm. Attending: Shoshana Bilunos, Lori Humphrey, Susan Stoll, Patty Pieropan Dong, Dianne Van de Carr, Paul Van de Carr, Diane Tharp. Absent: Linda Miller, Connie Rodriguez

Approval of Minutes: The October 7, 2019 Board Meeting Minutes were approved, the motion made by Dianne Van de Carr and seconded by Lori Humphrey.

Vice President's Report, Patty Pieropan Dong: Patty had no report.

Treasurer's Report, Lori Humphrey: The overall total for the year to date is -6,419.09. Part of the lower sales is attributed to the smaller number of artists in the gallery this year and artist turnover. Sales in October were comparable to October sales last year. The Treasurer's Report was approved, the motion made by Patty Pieropan Dong and seconded by Susan Stoll.

Committee Reports:

Membership, Connie Rodriguez: The gallery has 2 new applicants: one is an oil painter and the other is a stained glass artist. They will jury in January along with several of the artists who were close by one vote in September. That makes 5 artists as of now who will be jurying: 3 wall artists and 2 potters. Katie Caulk had some family issues and couldn't start in October. Her mother is in assisted living and she doesn't know when she can come into the gallery. Katie would have filled a 2D space.

Publicity, Susan Stoll: The advertising on Social Media seems to be having a positive effect. The publicity budget allows for up to \$100 a month for social media boosts. However, this allotment is not being spent each month. Susan will follow up with Laura Bracken concerning making full use of this \$100 per month budget.

New business cards and brochures were discussed. Since gallery hours have been undergoing changes, it was decided to not include the hours in these documents. The gallery being open 7 days a week will be included. Icons for Facebook and Instagram are also included on these publications. Another issue was that artists whose artwork is pictured in the brochure have left the gallery, making those brochures inaccurate. We don't want this to happen with the next printing. It was suggested that artists must be a member for 2 years in order to be represented in the brochure and the fee to participate be increased to \$20 - \$25. Susan will investigate the brochure printing costs and calculate the fee.

It was recommended that the Publicity budget be used to include print ads as well as social media for the remainder of this year, and also include print ads in next year's budget proposal. Susan will look into print ads for the Auburn Journal as well as other neighborhood newspapers and magazines.

Lori Humphrey shared that the Grass Valley gallery's sales are up 3%, while the Auburn Gallery's sales are down about 9 or 10%. Lori feels the twice daily postings on Facebook and Instagram is making a difference for that gallery. She suggested that Susan might assign members of the Publicity Committee to do daily postings on social media.

Events: Dianne Van de Carr:

Lori Humphrey dressed up and handed out candy for Halloween. She reported that there were about half as many children attending as last year.

Dianne reported that the signup sheet for Classic Christmas duties is almost filled. The gallery will be celebrating 25 years next year and Dianne suggested that the board might consider having a more limited time 25% off anniversary sale. Dianne also suggested the gallery consider gift or shopping bags that customers could purchase. The gallery artists could design these bags.

The gallery Christmas Party has been postponed until Spring.

There has been an unfortunate issue that coffee is being consumed but not paid for. We were out of coffee and cups, but only \$2 was found in the coffee fund box. Also, there were two bags of Kuerig coffee stored in the hall closet and these have disappeared. Dianne will send out an email about these issues.

Display, Linda Miller: There was no report.

Facility, Paul Van de Carr: There is a new bright light in the storeroom. Paul is still in the process of setting up an Amazon Prime account for the gallery. He needs to set up an email account for the gallery in order to do this.

Excessive bubble wrap usage seems to be improving. There is brown paper and tissue for wrapping as well.

Old Business:

Nomination Committee Report: Diane Tharp reported for the Nomination Committee. She met with Jennifer Lile to finalize the ballots and review the Committee Members List. An email to the members will go out November 5, 2019 informing them that if they will not be able to attend the membership meeting on November 18th, they must request an Absentee Ballot and return it to

Diane by Nov. 15th. The ballot and Committee Member List were reviewed. It was decided to limit the Telephone Tree list to 6 members. All members who were not on a committee were assigned to the Extra Shifts List. Since Sonja Hamilton and Sandy Lindblad consistently do demonstrations for the gallery, they will be added to the Special Events committee.

New Business:

December Board Meeting: Connie Rodriguez offered her house as a meeting place for our Dec. 2nd board meeting. She will send her address and directions. Connie will provide pot stickers and beverages. Board members are asked to bring "finger foods" to share.

Adjourn: The meeting was adjourned at 7:40 pm, the motion made by Patty Pieropan Dong and seconded by Dianne Van de Carr.