

Auburn Old Town Gallery
218 Washington Street, Auburn, CA 95603
Board Meeting Minutes
September 23, 2019

Call to Order/ Attendance: The meeting was called to order at 4:30 pm. Attending: Shoshana Bilunos, Lori Humphrey, Paul Van de Carr, Diane Tharp, Susan Stoll, Connie Rodriguez. Absent: Linda Miller, Dianne Van de Carr, Patty Pieropan Dong.

Vice President's Report: Patty Pieropan Dong: Patty was absent, so Shoshana made the report.

Leave of Absence: There have been issues with leaves of absence. The Leave of Absence language in the Bylaws and Membership Agreement needs clarification and revising. Shoshana will review the Leave of Absence language at a future membership meeting to get member feedback. An Ad Hoc committee will then be meeting to work on this Leave of Absence language.

Respect and Integrity Among Artists: It has been brought to the board's attention that there have been issues with artists copying others' ideas or adding new items similar to items done by another artist. Artists should communicate with other artists when wanting to add something similar to theirs. If there is no agreement the artist should talk to the Vice President, Patty Pieropan Dong, or the Display Committee for resolution.

Treasurer's Report, Lori Humphrey: The gallery broke even in the August financials. The gallery is down about \$5,000 for the year so far. However, most of the galleries in this area are down in sales also. The Art Walk brought in over \$1,000. The Treasurer's Report was approved, the motion made by Connie Rodriguez and seconded by Susan Stoll.

Committee Reports:

Membership: Connie Rodriguez: Connie shared the current Accepted Artist Waiting List and Artist Applications on File. There will be jurying at the next membership meeting. The procedure will be for artists to view the art, have any discussion about the artwork if needed, then vote. The membership will be informed at a later date after the juried artists have been informed. The next jurying will be at the January meeting.

Publicity, Susan Stoll: Artist interviews have been sent out to the membership for use on the gallery website blog. The gallery ad with Gold Country Maps that appears on the maps and on their website has been renewed. The gallery has also renewed the picture ad on the Old Town Auburn Website.

Publicity is continuing to focus their efforts on social media advertising rather than print ads. Members can help by commenting, liking and sharing gallery posts on Facebook and Instagram. Members using Instagram are encouraged to add #AuburnOldTownGallery to their posts.

The Old Town Auburn website has had 118,000 views by over 47,000 users. 747 of those viewers opened the link to the gallery.

The following is the division of tasks within the Publicity Committee:

- Susan Stoll: Publicity Chair, prepare graphics as needed
- Jaime Baxter: Gather images and put out press releases
- Keith Smith: Eblasts for featured works
- Carol Bellamy: Gallery Blog & Zoomaru Calendar on Website
- Ann Ranlett: Website Guru
- Paid Social Media Advertising: Laura Bracken
- Oversee Social Media Group: Stacy Pedri (during Katheen Woolsey's leave of absence)
- Social Media Posts: On Mondays: Shoshana Bilunos (Looking for a replacement), Tuesdays: Sandy Delahanty, Wednesdays: Jessi Brooks, Thursdays: Stacy Pedri, Fridays: Ann Ranlett, Lori Humphrey will be adding Instagram posts several days a week in addition to our current social media postings.
- Hand Out Brochures: Doreen Kidd

Publicity is exploring having a small video monitor placed in the front window which would play videos of artists' demos and artwork.

Sunshine: Dianne Van de Carr: Dianne sent a report. There was a great celebration for the gallery's 24th Anniversary. People enjoyed meeting the artists, the demos (Sonja Hamilton, Carol Bellamy, Ann Ranlett, Pau Van de Carr, Diane Tharp), cake, and music. Sales for the Anniversary Reception were \$1,600. It was a good plan to have the start of the sale coincide with the celebration event.

For future Co-Ops, Dianne feels that if the gallery continues to participate, we should have an "easy up" canopy and banner to define our space and draw attention to the gallery. It appears that we get a larger amount of people coming inside with outside demos.

KayLynn Sanderson shared the following information: There are really two sections of the Co-Op. The section at the top of the street is the adult area. KayLynn feels that it would be a good idea to have an easy up canopy and banner up there with the music, beer and wine stations, which are very popular. After dark even more people migrated that way.

The other end of the street is really set up for kids, and they close off the strip of stores between the gallery and the old Bootleggers, so the gallery is the only store open in this area. KayLynn thinks it would be important to have someone on the street to encourage people to come into the gallery.

The Old Town Business Association is considering not having Co op in July and August due to the heat.

Display, Linda Miller: We have 2 half walls and 2-3 half, 3-D spaces to fill. Nancy Foster will not be returning to the gallery.

Linda sent out an email explanation of the feature wall themes. These themes will soon be assigned to specific months.

- 1) Newest Members Show (those who joined in 2019) January
- 2) We Give You Our Hearts – February
- 3) Mixing it Up (working out of our usual media)
- 4) Wondrous Wings
- 5) Mother Ocean (Mother Ocean Day is May 10)
- 6) Totems
- 7) It's All About Chairs
- 8) pARTners in ART (collaborations between 2 or more artists)
- 9) Beautiful California
- 10) Through a Window
- 11 & 12) Gifts for the Season

Facilities, Paul Van de Carr: The storage closet issues have improved. Paul is finding better deals for supplies with free shipping on Amazon. Paul needs to delegate the monthly inventory of supplies to someone else.

Old Business:

Scheduling Follow-up: Judy is adding people from the extra shifts list to the empty slots in the calendar. Members need to be responsible to check the calendar as it is posted as they may have additional work dates.

Labeling Artwork: Laura Bracken has sent out directions for printing out the artwork labels. Some members are using free time to print out labels for other artists.

Alarm/ Closing Issues: There have been issues with members not setting the alarm at the end of the day, the cash key being left in the drawer, and the back door left unlocked. There is a checklist that will ensure these things are not forgotten. Members need to go through the checklist when closing. Also, the fan in the back room will set off the alarm when it activates Phil Evans' sculptures. This must be turned off.

New Business:

New Winter Hours: Shoshana will bring the idea of having shorter winter hours to the members at a future membership meeting.

Incentives for Board Members: Shoshana is looking for ideas for perks for serving on the board. So far the board does not have to serve on extra shifts. There seems to be a reluctance by members to filling board positions. This will also be brought to the membership for ideas.

Adjourn: The meeting was adjourned at 6:15 pm, the motion made by Susan Stoll and seconded by Paul Van de Carr.

Minutes submitted by Diane Tharp