

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

Call to Order: Shoshana Bilunos called the meeting to order at 6:48 pm.

Approve Minutes: The Membership Meeting Minutes of May, 20, 2019 were approved, the motion made by Judy Butler and seconded by Stacey Lamothe.

Treasurer's Report, Lori Humphrey: Sales have been slower than last year. This is true in other area galleries as well. The gallery's anniversary sale's totals were double from last year (\$1,600) and the Art Walk sales were over \$1,000. Members are reminded to check prices on computer as sales are rung up. There have been errors and customers have been charged incorrectly. It is helpful to state the sale total to the customer before completing the sale. The Treasurer's Report was approved, the motion made by Jenn Norpchen and seconded by Stacey Lamothe.

Vice President's Report, Patty Pieropan Dong: Patty was absent so there was no report.

Committee Reports:

Membership, Connie Rodriguez: There were several artists up for jurying at this meeting. The artists and their artwork were discussed and ballots were cast. The membership will be informed of the results after the applicants have been informed of the outcome.

Publicity, Susan Stoll:

Artist interviews have been sent out to the membership for use on the gallery website blog. Send your completed interview with images to Susan. Also, send interesting short stories (approximately 3 sentences) with your images.

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. Boosted paid ads will be placed on Facebook. Members can help by commenting, liking, and sharing gallery posts on Facebook and Instagram. Members using Instagram are encouraged to add the hashtag #AuburnOldTownGallery to their posts. There will be a review of the effectiveness of this emphasis on social media versus printed ads at the end of the year.

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 Delehanty, 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

Lauren Bracken would be willing to schedule a social media workshop or tutorial if there is interest.

Display, Linda Miller: Paul Van de Carr reported for Linda. Nancy Foster will not be returning to the gallery. There are 2 half walls and 2-3 half, 3-D spaces to fill. Linda has sent out an email to all about help on the display committee. These are the future Feature Wall themes which will be assigned months shortly:

- 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

Events, Dianne Van de Carr: Stacey Lamothe reported for Dianne. The Art Walk and Co-Op were very successful events. There were several demonstrations inside and Laura Bracken and Patty Pieropan Dong did demonstrations outside, which helped bring customers inside. Sales were good.

The gallery will be participating in the 14th annual Food and Wine Festival, which pairs the gallery with a winery and restaurant, which provide everything. The gallery will need a temporary wine license. This will occur October 12, 1:00 to 5:00 pm.

Facilities, Paul Van de Carr: Text Paul if the gallery needs supplies. The picking up of artwork in a timely manner from the storeroom has much improved. When needing change from the change bag for the cash register, please do not take partial rolls of coins. Put the entire roll in the cash register. There should not be loose change in the change bag.

Old Business:

Bylaws and Agreement Committee: There is an Ad Hoc committee for reviewing the Bylaws and Member Agreement. Shoshana will be meeting with this committee in the near future to review and suggest clarification of some of the language.

Art Labels: Laura Bracken shared a tutorial about the label maker program via email with the gallery members.

Closing Issues: There have been instances lately of the alarm not being set, the key left in the cash drawer, the back door being left unlocked, and the fan left on in the back room, which sets off the alarm. If a member notices any of these oversights when opening in the morning, please give a courtesy call to the closer reminding him or her of these responsibilities. There is a checklist to review when closing that lists all of these jobs.

New Business:

Nomination Committee: Jennifer Lile is the chair of the Nominating Committee. It is time to start collecting nominations for board members and Chairpersons. Lorelee Love has stepped down from her position as Co-Chair of the Membership Committee. Connie Rodriguez will chair this committee.

There was a brief discussion of what incentives or perks might help attract gallery members to fill board positions. So far, board members do not have to work extra shifts. Shoshana will welcome any ideas or suggestions.

Integrity and Respect for Fellow Artists: There have been issues with artists starting to add artwork similar to work already done by fellow artists. Artists should talk to fellow artists if they want to add artwork similar to theirs. If there is no satisfaction, the artist should talk to Vice President, Patty Pieropan Dong.

Doug Parks, our newest photographer, was introduced and welcomed to the gallery.

Judy Butler reminded artists that it is time to start thinking about making Christmas ornaments to sell in the gallery. Please keep the ornaments artsy, fitting for an art gallery.

Adjourn: The meeting was adjourned at 7:48 pm, the motion made by Judy Butler and seconded by Stacey Lamothe.

Minutes submitted by Secretary, Diane Tharp

