

APPROVED
April 20, 2015

AUBURN OLD TOWN GALLERY
218 Washington St. • Auburn, CA 95603
BOARD MEETING
March 16, 2015 • 6:10 pm

1. Roll Call: John Johnson, Patty Pieropan Dong, Lance MacKenzie, Rebecca Martinez, Jaime Baxter, Keith Smith. Absent; Lana Federico, Heidi Murray, Publicity Director position open

2. Approval of February 16, 2013 Board Meeting Minutes

Motion made by *Keith* and seconded by *Patty* to approve minutes. Passed unanimously.

3. Vice President Report: Patty Pieropan Dong also contacted by Google virtual tour guy Michael Hartman, report given by John Johnson later in meeting.

4. Treasurer Report: Lance MacKenzie, note; worst first few months in a few years. Discussion.

Motion made by *Rebecca* and seconded by *Patty* to accept report. Passed unanimously.

5. Membership Report: Heidi Murray absent

6. Display Report: Lana Federico submitted report: Three way space change of Gail Morgan to Terry Accomando's space, Terry to Anita Lowe's, and Anita to Gail's.

7. Publicity Report: Keith Smith for Ardith Gray, who has resigned from the position

7.1 Presentation of analysis and enhanced publicity program (attached) to support Special Events for the year. Lance and Keith to meet and consider financial implications of the options in the proposal. Included in the report is an analysis of the financial implications of holding September Sale for one week instead of one month.

ACTION ITEM present Publicity Plan to General Membership for approval.

7.2 VIP event postcards were mailed out. Printer mistakenly did not supply overs for gallery member use at first, but did deliver 100 extra copies on Monday before event.

7.3 Have VIP attendees fill out "raffle" ticket with contact info to boost/validate e-mail list.

8. Events Report: Jaime Baxter

8.1 Proposal to incorporate student guest artist into the gallery. One goal is to bring new customers (family of the guest artist) into the gallery. How it could work: bring someone in (juried in) for three months. Pre screened by local art teachers. Perhaps rotate through the schools. Discussion regarding emerging artist status in terms of resale number, does the student work, etc. Details to be worked out if general membership approves the concept.

8.2 Feed back has been received that the receptions have become too much for membership. Maybe just have the monthly themes as outlined, but no reception every month, just do receptions on four artwalks and VIP Event.

ACTION ITEM three items to present to the general Membership: 1) the full year of monthly themes/events. 2) student artist idea in principal to the membership for approval and 3) Suggest just five receptions per year, one for each artwalk and one for VIP.

8.3 Other Old Town events Old Town Biz Assoc

Saturday, June 27 is having Luau from 4-9 AOTG can have a free booth.

Sunday May 17 Jewels to Junque, application.

9. Facilities Report: Keith Smith

Most of the facilities tasks have been done (see Old Business below) Only thing left to do is to get a strip of LED lights for tall jewelry case by door to Suite B. If it works maybe do the same thing for other tall cases. Keith will support revitalization of the gallery through a consistent, extensive program of special events and publicity.

10. Old Business

- Jenn Norpchen's suggestion for wall colors to be changed to get some "pop"
- New mat for sales floor *done*
- Panic bar install to be compliant with fire code *done*
- Remove old gas heater *done*
- Better box storage shelving *done*
- Bubble wrap – get the large bubbles to speed up packing art *done*
- Security PC - repair/replace/remove –still pending
- Don Lawson suggestion re gift cards Board recommendation not at this time
- Map of Old Town may be obtained through Old Town Association, it has a space for shop business card to be attached

11. New Business

ACTION ITEM suggest one week only for September Sale. Third week in September. 18-25.

11.1 Google proposal by Michael Hartmann to photograph and video gallery for online Google presence/page. Board does not recommend at this time.

11.2 Back room photo set up for small items. With camera or without.

11.3 Members meeting 6:30 instead of 7

11.4 Photo bucket is not so good any more because it allows users to easily order giclee prints from the images. Patty does not want giclee prints made of her artwork.

11.5 Thunder Bundle, Door hanger program offer. No.

13 Upcoming Meeting Schedule

15.1 Next General Membership meeting Wed. March 18, 7 pm

15.2 Next Board Meeting Monday April 20, 5 pm

14. Motion made to adjourn by Keith and seconded by Jaime.
Adjourned at 7:45 pm