

APPROVED
May 18, 2015

AUBURN OLD TOWN GALLERY
218 Washington St. • Auburn, CA 95603
GENERAL MEMBERSHIP MEETING
March 18, 2015 • 7:00 pm

Count of member sign in determined 30 members presence for quorum.

1. Approval of the Agenda as amended

2. Approval of January 21, 2015 General Membership Meeting Minutes

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

3. Vice President Report: *Patty Pieropan Dong*. No report

4. Treasurer Report: *Lance MacKenzie*

Motion made by *Keith* and seconded by *Susan* to accept report. Passed unanimously.

5. Special Events *Jaime Baxter*

- 5.1 Sign up sheet for VIP event help sent around Bonitata Wines will pour. Get food in before 4 pm. VIP cards are at counter for us to hand out. Matt Baxter providing music. Wear black and white. Jay suggests sending e-mails further. Keith will send another e-mail tonight to fill in.
- 5.2 Fine Art event spots available in front of the gallery for demos, May 30, 11 am – 5 pm. Sign up sheet sent around for interested members.
- 5.3 Event list sent around, see attached.
- 5.4 Jay requests September Sale be sent to ALL customers
- 5.5 Please get customer city when getting e-mail address in POS
- 5.6 Gail suggests publicizing September Sale in newspaper. Sept. 18-25. Gail suggests thank you note and gift certificate to Mobile home park. Mobile home park said we didn't clean up well enough last December.
- 5.7 Saturday Jun 27, 4-9 pm Same day as Western 100, Old Town biz assoc. holding Luau and we may sell Hawaii related items in front of the gallery. No fee.
- 5.8 Holiday Inn every Friday night, Friday Night Flights from May27-Sep 4, 5-7 pm. Free to artists, see Jaime for details.
- 5.9 Budding Artist Program in the gallery. Find space for 3 months for high school student artists. Teachers would screen the artists and we would jury them in. Reason: The featured student's family will be enticed into the gallery. This is a good opportunity to get new people into the gallery. Give back to the community. Give students opportunity to see how the gallery works. Good publicity from newspapers. Discussion. Sonja believes our Bylaws prohibit exhibiting non-member work and students should participate in Artwalk. Artwalk would not benefit Auburn Old Town Gallery.

Motion Made by *Jay* “To form a committee to research the Budding Artist Program idea and bring a recommendation to the board.” Second by *Stacey*. Passed. *Jay, Susan Stoll, Ann Ranlett*, on committee.

6. Publicity *Keith Smith*

- 6.1 Report attached. Discussion.

Motion Made by *Stacey Lamothe* “To approve \$5000 for Publicity Committee to finalize a year plan. Seconded by *Meg Black-Smith*. Approved.

7. **Facilities** Keith Smith no report
8. **Membership** Heidi Murray no report
9. **Display** Lana Federico no report
10. **Old and New Business**

- 10.1 Need publicity director
- 10.2 Suggestion: white board for artist on staff. “Meet your artist today.”

Motion made by *Jay*, “To get a white board or a chalk board for staff on board artist” second *Anita*. Passed

- 10.3 Reif coverage, Scheduler Anita, need to cover his Saturday 21 shift , Ardith will do 10-2 shift
- 10.4 Can we have gen members meet 6:30 am. How about gen member meetings on Monday.

Motion made by *Jerry Berry*, “To move the general membership to third Monday at 6:30 pm.” seconded by *Jenn Norpchen*. Passed unanimously.

- 10.5 Jenn is putting together a board of color chips and new gallery colors concept for member review.
- 10.6 Food Bank letter offer, not done.
- 10.7 Security Camera, Jerry called and hasn't heard. He will call them again.
- 10.8 Sandy Delehanty, offer for free critique at Olas, Tuesday from 6-9. Artists are invited to bring 3 pieces. Pieces do not need to be completed.
- 10.9 Ann has three scratchboard classes and demo
- 10.10 Sonja doing workshop in Sac, has 2 openings for Tuscany, teaching at Yosemite in May
- 10.11 John Johnson at studio 979 for Artwalk
- 10.12 Michelle, ceramic artists teapot show entry deadline extended, \$25 for three pieces alphafiredarts website.
- 10.13 Jay has 8 high school girls coming into her shop along with 4 mentors for a welding workshop.
- 10.14 Artwalk, let Ardith know if you are interested in being in Artwalk, e-mail her.
- 10.15 Auburn Arts Commission, call for Artists for Utility Boxes
- 10.16 Group gallery e-mail subject line. Please put a new subject line when you have a new subject.

Move to adjourn unanimous. At 8:55 pm

Upcoming Meeting Schedule

Next General Membership meeting Monday, May 18, 6:30 pm

Next Board Meeting Monday April 20, 5 pm

Respectfully submitted, Rebecca Martinez

AOTG Secretary 2015

ATTACHMENT

Auburn Old Town Gallery Schedule of Events

February

Feb 8th- Taste of Chocolate

Feb 14th- Hearts on Fire

March

Mar 20th- VIP Event

April

April 9th- Art Walk Gallery theme "Mud Wrestling" Clay/Ceramics

May

May 30th- Auburn Old Town Fine Art and Wine Faire
Obtained booths for demos

June

June 11th- Art Walk Gallery Theme "Picture This" 2D

July

Gallery Art Show "Hot Stuff" Metal and Glass Show

August

August 13th- Art Walk Gallery Theme "You're Putting Me On" Wearable Art

September

September Sale September 18th-25th

October

Oct 8th- Art Walk Gallery Theme "Confluence of Style" Collaborations between artists

November

Gallery Theme (we need a name) Wood and Gourds

December

Dec 12th and Dec 19th – Country Christmas

ATTACHMENT
2015 Gallery Publicity Proposal

Why should we spend money on publicity?

- To promote art and artists as a source for collectors and for gifts
- To remind our loyal customers about new offerings and special events
- To generate new customers
- **A prospect needs to see or hear your marketing message at least seven times before they take action and buy from you**

What do we know about our current customers?

- POS is our only current data source
- Since 1/1/2009 we have collected 3927 E-mail and 3597 address only customers, 7524 total
- Many customers do not wish to provide address information
- **Many customers are still not asked to provide contact information**
- **39% (2936) of our customers come from within 25 miles of the gallery**
- **Of these local customers, 21.3% (626) were not tied to a specific sale**
- 7.1% (531) of customers come from between 25 and 50 miles
- 3.9% (294) of customers come from between 50 and 100 miles
- 50% of customers either came from outside that radius, or
- **City of origin was not recorded when only an E-mail was provided**
- **I estimate up to 70% of our customers are from the 25 mile area**

What can we learn from the data?

- **At least 40% of our customers are within the local area**
- **After 5 years we still do not effectively use the POS to collect customer information**

What publicity methods have been used to date?

- E-mail blasts (free)– effectiveness? Of 4390 sent, 1226 (28.8%) were opened by customers (62.6% by staff!)
- Facebook (free) – effectiveness (traffic stats?)
- Web site – effectiveness (stats)
- Newspaper (free event calendars) – sporadic, wide distribution, - effectiveness?
- Postcards (paid)– distribution limited - effectiveness?
- Tourist publications (paid) – effectiveness?
- Artist pass-ons – happening?

How should we focus our 2015 publicity efforts?

Free options:

- Continue and enhance Facebook, E-blasts and website
- Encourage Better use of artist's address lists and facebook pages
- Improve customer information collection process to enhance the above
- Fully use Newspaper and web event calendars

Paid options:

- Enhanced focus on local customers (Auburn Journal proposal)
- Limited postcard use (proven repeat customers?)
- Event trifold
- Continue ads in local tourist publications

How much would all this cost?

3" x 3" Ad every 2 months in the weekly Calendar of Events (Auburn Journal, 10,000)

\$2094

8" x 2" Ad every month in "Entertainer" (Auburn Journal, 20,000)

\$2400

Front Page of Entertainer once during the year

\$1000

Grant from Auburn Journal

<\$600>

1000 trifold brochures

\$321

Postcards (Septenber sale & VIP)

\$500

Tourist publications, each

\$400-

600

Total

\$6135-6315