

APPROVED  
October 12, 2015

AUBURN OLD TOWN GALLERY  
Almond St. • Auburn, CA 95603  
BOARD MEETING  
September 14, 2015 • 5 pm

**Call to Order 5:15 pm**

**Present:** John Johnson, Jaime Baxter, Rebecca Martinez, Patty Pieropan Dong, Lana Federico, Lance MacKenzie. **Absent;** Heidi Murray, Keith Smith.

**1. Agenda Approved as amended**

**2. Approval of Minutes**

**MOTION MADE** by *Patty* "To approve the August 10, 2015, Board Minutes as presented" Second by *Lana*. Approved.

**3. Vice President Report:** Patty Pieropan-Dong. No report. Shannon Morgan idea discussed under New Business.

**3. Treasurer Report:** Lance MacKenzie. Reports attached.

3.1 Sales for September sale did not have discount split properly between artist and gallery. Work is needed to fix the sales.

**MOTION MADE** by *Patty* "To accept the Treasurer's report as presented" Second by *Jaime*. Approved.

3.2 Don Lawson theft report 5 pens stolen for \$175 total. Reimburse 87.50.

**MOTION MADE** by *Jaime* "To reimburse \$87.50 to Don Lawson for theft of pens" Second by *Rebecca*. Approved.

**4. Membership Committee** Heidi Murray. No report at the meeting. This report submitted after meeting in writing:

There are three people to jury at our membership meeting. Terry Brady, Terri Goodman, and Dana Barrow. Dana and Terri do ceramics and Terry does photography.

**5. Special Events Committee** Jaime Baxter

5.1 October Artwalk plans for Confluence of Style in progress

5.2 Jaime is checking on room reservation for Woodland Mobile park for Christmas Party. Considering Bistro 128 to cater.

5.3 Reserving street space in front of the gallery for *Jewels to Junque* street fair on October 18. Check issued to OTB for booth fee.

5.4 Rebecca thanked Jaime for the professionally presented pink tags identifying Wearable artist event participants at the August artwalk.

**6. Publicity Team** No chair. Report by John Johnson

6.1 Gallery ad appearing in AAST guide being printed by Gold Country Media. Thank you to Susan Stoll for preparing the ad.

6.2 Special meeting was held on August 24, 2015. at the gallery, 6:30 pm. Events lineup for 2016 was put together and will be presented at the September General meeting.

6.3 John shotgun to all names e-mail, Mail Chimp "Opens" report attached.

**7. Facilities** Keith absent but:

7.1 John asked Diane Tharpe to get bubble wrap since Keith is out of town.

7.2 Progress of back wall repair:

**ACTION ITEM**, *Jaime* offered to get a quote to fix wall and present to membership for approval on Wednesday.

**8. Display** Lana Federico

Gallery swaps: Doreen to Suite A in Liz Collins vacated space. Diane Van deCarr move to Doreen's space. Stacey Lamothe to Diane Van deCarr's space. Some extra open space is being retained in anticipation of the Confluence of Style exhibit for October.

**9. New business**

9.1 Patty reported an incident of customers not being acknowledged.

**ACTION ITEM:** Gallery staff reminder to greet customers. *John* to present at the general meeting

9.2 Heidi had recommended that we include a damage disclaimer for artwork submitted to jury.

**ACTION ITEM:** *John* to find /craft a disclaimer to use.

9.3 Patty: Shannon Morgan has offered to chair a committee to put together a documentary for the history of Auburn Old Town Gallery. Is there a cost involved?

**ACTION ITEM:** Patty will see if Shannon wants to present the idea at the next general meeting.

**10. Old business**

10.1 20<sup>th</sup> anniversary was good party

10.2 Stacey Lamothe will serve as Nominating Chair.

10.3 Membership meeting sign in sheet:

**ACTION ITEM** John Johnson to prepare new sign in sheet for membership meeting .

10.4 Security system is up. Two cameras missing. Lance reports they are being repaired or replaced.

**9. Next meeting**

Board October 12, 5 pm at OLAS  
General meeting September 21, 6:30 pm

**MOTION MADE** by *Jaime* "To adjourn" *Patty* second Unanimous at 6:02 pm.

Respectfully submitted

Rebecca Martinez, Secretary 2015

# Mail Chimp "Opens" report submitted by John Johnson

## Dashboard

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20th Anniversary (Reminder) ▼

Sent to [1,936 subscribers](#)

List: [Master customer list](#)

Delivered: 9/11/15 5:00AM

Subject: 20% Off Sale at Auburn Old Town Gallery begins Sunday Sept 13

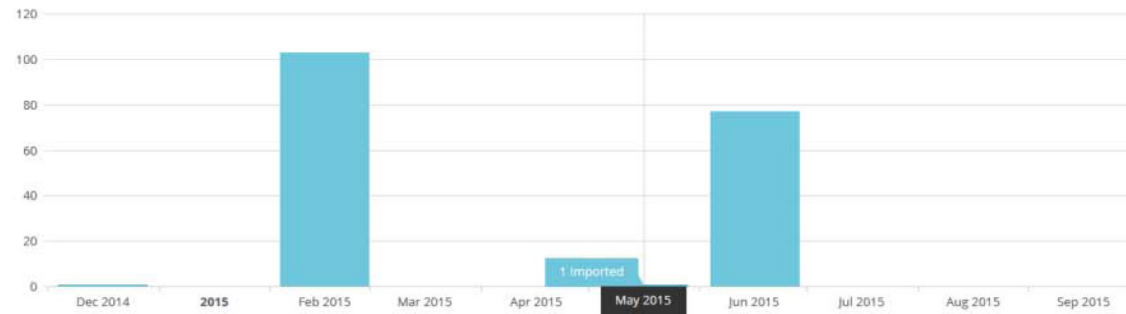
430 Opens	22.3%	5 Clicks	0.3%
List average	28.6%	List average	0.5%
Industry average (Arts and Artists)	23.6%	Industry average (Arts and Artists)	3.1%

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1	OTG member meeting date change (copy 02) Sent Thu, Apr 23, 2015 06:00 am	49 (84.5%) Opens	<a href="#">View</a>
2	Hearts A'Fire (copy 01) Sent Sat, Feb 01, 2014 11:46 am	43 (78.2%) Opens	<a href="#">View</a>
3	2014 VIP EVENT (copy 01) Sent Tue, Mar 11, 2014 09:02 am	38 (69.1%) Opens	<a href="#">View</a>
4	Ceramic Group Show (copy 01) Sent Thu, Apr 02, 2015 08:02 pm	39 (67.2%) Opens	<a href="#">View</a>
5	September 14 Sale (copy 01) Sent Mon, Aug 25, 2014 10:05 pm	38 (65.5%) Opens	<a href="#">View</a>