

AUBURN OLD TOWN GALLERY
218 Washington St. • Auburn, CA 95603
BOARD MEETING
November 16, 2015 • 6:35 pm

1. President John Johnson Call to Order 6:35 pm

2. Approval of Agenda

3. Approval of Minutes Discussion initiated by Chris Foster regarding Action Items. Rebecca clarified; they are points for action and progress to followed up at the following meeting. It was noted that the minutes and other material for discussion should be posted earlier than the day before the meeting.

MOTION MADE by *Larry Brendan* "To approve the September 21, 2015, General Meeting Minutes with address corrected." Second by *Susan Stoll*. Approved.

4. Vice President Report: Patty Pieropan

AOTG History Committee report with Shannon Morgan: nothing to report at this time.

5. Treasurer Report: presented by Lance MacKenzie

MOTION MADE by *Keith Smith* "To accept the Treasurer's report as presented" Second by *Sonja Hamilton*. Approved.

Discussion regarding September Sale profits, with the sale being one week rather than all month. Profits for the one week period about equaled profits for the previous one month period.

6. Membership Committee Heidi Murray.

No jury tonight. Jay Stargaard leaving. Jurying may happen in January.

6. Special Events Jaime Baxter

6.1 Country Christmas is Saturday 12 and 19 of December. Gallery will rent the two spots in front of the gallery. Suggestions to decorate our two spaces to create an entrance to the gallery.

6.2 Holiday Party at the Woodside Creek Mobile Home park on Monday December 14, will be \$20 (including gratuity) per survey results. Gallery will not pay for the Christmas party so that those who don't attend will share the benefit of gallery funds. Bistro 103 will be catering the event. Cleanup is included. Checks should be made payable to Jaime Baxter. Choice of beef, chicken or vegetarian, please write it on your check. Gift exchange for under \$25 if you want to participate, bring a gift. Discussion regarding flatware rental/use. Jaime will see if the event center has dishes and silverware we can use.

7. Publicity Team Susan Stoll.

7.1 Thank you to members for sending photos for write ups and ads. Please remember to send large high res photos. Advertising in the Journal is funded through April 2016. Jaime reports that the *Auburn Journal* came by, interviewed Jane Markham and Jenn Norpchen and an article has appeared in the *Journal*.

7.2 Reminder to members to clip articles about the gallery from magazines and newspaper, and add them to the "Publicity" binder under the front counter.

7.3 Publicity committee needs a person to write press releases for next year. Please consider filling this important position and contact Susan if you can do it.

8. Display Committee Lana Federico

8.1 The wall between Suite Band the closet has been redone and is easier to hang the work on. Thank you to John Pearson, Nancy Foster, Lorelee Love, Sonja Hamilton, Ann Ranlett, Diane Van deCarr, John Johnson for their help.

8.2 The front entry display pedestal area will be reserved for Featured artists. During the holiday season, the ornament trees will be in the front entry. Lana will purchase a larger tree for the back room ornament display. Bring ornaments in just before Thanksgiving.

8.3 Several gallery members have been swapped.

8.5 List of display committee members will be added to ballot tonight.

8.6 Lighting: there are dark spots in the gallery. Information from Jenn Norpchen, our lighting person; AOTG lighting fixtures are old. Each track is on a circuit which has a limit to how many lights can be on a strip. Jenn has been getting rid of CFL bulbs and replacing with LED. We need an electrician to help us figure out how many lights we can add. Kevin Jalison is the electrician we use.

MOTION MADE: by Jay Stargaard "To contact the electrician for an evaluation of current usage and recommendations for getting more lighting." Second by Sandy Delehanty. Approved.

ACTION ITEM: Jenn Norpchen will contact the electrician to do the evaluation, then proceed to get more gallery lighting.

9. Facilities Keith Smith

9.1 Packaging: After doing price research and design review, a bag, tissue and ribbon combination has been designed to support uniform branding of the gallery. It consists of burgundy bags, white tissue for packing, gold and black tissue for topper, and burgundy and gold ribbon. Each bag will have our gold oval label affixed on the front. We will use current stock of medium size bags before ordering that size, but other sizes will be ordered now. Labels (art being revised by Rebecca) are being reprinted to use on the bags. We'll keep burgundy and gold ribbon in two widths on hand.

9.2 Recommendation: to start assembling boxes for the holidays.

9.3 Please do not use the back closet shelves for storage as we'll be getting packaging supplies for that space.

10. Old business

10.1 Gift Registry presentation by Michelle MacKenzie. She has made a ceramic box with index cards. Please have interested customers fill out the card with their name, date and wish item. The cards will be filed by last name and available for family and friends to use. There is an instruction sheet on the counter. It should probably be purged annually.

10.2 New chip credit card reader still pending arrival.

10.3 Two additional security cameras have been ordered for the gallery security system.

10.4 Student Art in gallery committee, project tabled for now.

11. Annual Elections

Ballots distributed. Call for additional write-in candidates, answered as follows:

Alternate for Membership Director, Ellen Hulls

Publicity Committee member, Sandy Delehanty

Under information only portion of the ballot (gallery jobs)

Website, Ann Rannlet

Telephone Tree, Christina Salazar

Ballots were completed and submitted. An absentee ballot will be sent via e-mail to those members not in attendance. They will have 12 days to respond, then the final ballots tally will be made. Not in attendance at the meeting: Darlene Becker, Jessi Brooks, Barbara Hoffman, Joanne Johnson, Janet Joslin, Doreen Kidd, Marjan Kluepfel, Jackie LaFleur, Don Lawson, Jennifer Lile, Jane Markham, Linda Miller, Gail Morgan, Shannon Morgan, Barbara Newell, Joan Sexton, Barbara Steffen, Sherron Totter, Dianne Van de Carr and Linda Whiteside.

12. New business

12.1 Future of the gallery: Keith Smith. How can the gallery address changes for the future and what can we do to keep this gallery as successful as it is. 5 hour session in the first couple of months of the new year, open to all members and a plan to see report attached. Straw poll conducted to see if the idea is worth pursuing. Overwhelmingly passed. Question from Jay regarding extra money at the end of the year. No extra money this year.

12.2 Gallery shifts, do not call the scheduler if you can't work a shift, make your own trade and write it in the staffing book in pencil. If you hire someone to work your shift, the rate is \$40 regardless of whether it is a 3 or 4 hour shift.

12.3 Discussion regarding expenditure of gallery profits before December 31. Lance informed us there will most likely be no gallery profits as of December 31 this year.

12.4 From Sonja, Anita Posey Lowe is settling in and opening a studio in her new location.

12.5 Sandy Lindblad is having a reception at KVIE Thursday at 5:30 art gallery

12.6 Sandy Delehanty and Jenn are part of a three person show at Sparrow Gallery in Sacramento on K Street. 2418 K Street through November.

12.7 Reif Erickson Memorial show, featuring many unframed originals for sale. Reception this Friday November 20, 6:30 at the General Gomez Center, 808 Lincoln Way in Auburn.

12.8 John Johnson has renewed our lease for two more years at the current rate.

13. Adjourn

MOTION MADE by *Jerry Berry* "To adjourn" *Larry Brendan* second, Unanimous at 7:53 pm.

Respectfully submitted

Rebecca Martinez, Secretary 2015

Dates to remember:

December 14 – Christmas Dinner

Board Meeting, January 10, 2016, 5 pm location TBD

Members Meeting, Auburn Old Town Gallery, January 17, 2016, 6:30 pm