

APPROVED  
February 16, 2015

AUBURN OLD TOWN GALLERY  
218 Washington St. • Auburn, CA 95603  
BOARD MEETING  
January 19, 2015 • 6:07 pm

**1. Roll Call:** All present: John Johnson, Patty Pieropan Dong, Lance MacKenzie, Rebecca Martinez, Heidi Murray, Jaime Baxter, Ardith Gray, Keith Smith, Lana Federico

**2. Approval of November 17, 2014 Board Minutes**

**Motion made** "To approve the minutes as corrected." by *Patty Pieropan Dong* and seconded by *Ardith Gray*. Passed unanimously.

**3. Vice President Report:** Patty Pieropan Dong

3.1 Patty spoke to Bob Waters before he left gallery and arrangements were fine.

**4. Treasurer Report:** Lance MacKenzie

4.1 Overall sales down last year. See financial report attached.

**Motion made** "To accept the Treasurer's Report as presented" by *Keith Smith* and seconded by *Patty Pieropan Dong*. Passed unanimously.

4.2 Discussion regarding overall trend for gallery profit. Profit for 2015 is \$2031 after Dec. free rent and purchase of store fixtures. Gallery members will pay income tax on a percentage of this profit. Ideally, the gallery would declare \$0 profit after all expenses for the year are paid. As this profit seems to be more typical than not, Lance suggests that a long term solution be considered. Some ideas;

1) plan on how to spend possible profits earlier in the year;

2) increase spending (such as advertising) or:

3) decrease member commission (2% would cut back profits approximately \$4500 on sales as in 2014).

Lana notes that we are cutting back on membership numbers, and rent income may decrease. Options will be brought to the membership for discussion.

4.3 Reconciliation Report. Gallery lost an unusually high amount in December, \$345.

4.4 Theft report Jesse had \$98 merchandise taken from counter.

**Motion made** "To reimburse Jesse Brooks for ½ value of stolen merchandise, \$49" by Jaime Baxter and seconded by Ardith Gray. Passed unanimously.

**5. Membership Report:** Heidi Murray

5.1 New/expanded members work installed; 1) Sandy Lindblad, acrylic and watercolor animal portraits. 2) Jodi Reed, added jewelry to her gourds.

5.2 Next meeting jury may include a jeweler, cabinet maker, and an acrylic painter (Gia, friend of Jaime Baxter).

**6. Secretary Report:** Rebecca Martinez

6.1 Attachment of Financial Reports to minutes. Treasurer is unable to supply financial reports electronically, so they will be scanned and attached to recorded minutes. Reconciliation reports will remain confidential to the Board.

6.2 Past Secretary Ardith Gray recommends that the Secretary should not be the only person to count election ballots. Arrangements will be made for at least one other member to assist in ballot counting in November.

## **7. Special Events Report:** Jaime Baxter

7.1 Feb 8, Taste of Chocolate on Sunday. Jaime will procure chocolates.

7.2 May 30, Second annual Wine and Art Fair, e-mail invite has been sent to AOTG membership.

7.3 Christmas Party follow-up. 44 people at event (as compared to 76 last year) and the caterer's profit margin was cut. He requested an additional \$175 for flatware rental, \$86 for linens. Jaime has paid those bills.

**Motion made** "To reimburse Jaime for \$261 for additional catering expense" by *Keith Smith*, second *Ardith Gray*. Discussion. Motion passed.

7.4 Jaime to determine March VIP event date and present to membership at Feb. meeting.

## **8. Publicity Report:** Ardith Gray

8.1 Ardith is holding a special planning meeting on Tuesday Jan 27, 6:30 pm, at the Mobile Home Park. Invited to attend are the Special Events and Publicity Committees, along with Rebecca Martinez and Keith Smith. The goal is to set dates for events for the 2015 year so that they may be publicized well in advance.

8.2 Ardith to prepare a publicity plan for the year for presentation at the March General Membership meeting. There was discussion regarding whether to ask for lump sum budget at the beginning of the year or to do a piecemeal as needed approval process. The board may approve up to \$1,000 in expense per item; no membership approval required unless over \$1,000.

**Motion made** "To print a Hearts A'fire poster ASAP for gallery, expense as needed within reason" by *Patty Pieropan Dong*, second by *John Johnson*." Passed unanimously. John Johnson to prepare layout of poster according to Ardith's design as presented.

## **9. Facilities Report:** Keith Smith

9.1 Keith is replenishing supplies and packing material.

9.2 Our POS system will need a chip reader by October. Person with lowest technology is responsible financially in case of a "hack" so gallery needs to get the chip reader.

9.3 Lighting in the tall jewelry cases needs to be replaced by an electrician.

## **10. Display Report:** Lana Federico

10.1 Gallery space moves. Reif Erickson and Liz Collins will swap when Reif's health improves.

Jane Welles and Chris Foster will swap. Two tall jewelry display cabinets have returned to one member per 4 shelf cabinet display status, except for Cherie Danzer, who uses half a space for wall display of her sculptures and one half tall display cabinet for jewelry.

## 11. New Business

### 11.1 Display:

- Jenn Norpchen's suggestion for wall colors to be changed to get some "pop" the subject will be introduced at next membership meeting, wait for Jenn to be present for specific suggestions.
- Lance and Michelle's black grids possibly used during painting process if needed.

### 11.2 Facility:

- New mat for sales floor--Keith to order new one.
- Panic bar install to be compliant with fire code (landlord's responsibility) The back door requires a key for exit and is unsafe for escape in case of fire. Maybe switch to deadbolt--John to discuss with building owner Nancy Johnson.
- Remove old gas heater in suite B (landlord's responsibility) It is non operational and should be removed—Keith to check with Nancy Johnson.
- Better box storage/shelving in supply room--Keith and John to discuss .
- Bubble wrap – get the large bubbles to speed up packing art. Need both sizes—Keith to order.
- Security PC is not currently functioning. Jerry Berry received the technical training for the system and should be consulted. Options discussed for repair, replace, remove or have ADT or ATT take over the monitoring contract using existing cameras. John, Keith and Jerry to research and make recommendation.
- Don Lawson suggestion re gift cards. We do have a paper gift certificate system in place but members are not fluent in their use. Lance has researched (plastic) gift cards-- it is an Artisan system upgrade and there is a 500 card production minimum. The cards are "charged" with funds at time of purchase. When used, the card is not rewritten; either a cash refund is made or a new gift card is issued if there is an unused balance. No quote was requested for production of the cards. Tabled at this time due to expense.

### 11.3 Publicity:

- Map per Sonja's suggestion: Old Town Business Association is printing a new map.
- A year's worth of themes per Ardith themes will be discussed at the general membership meeting

### Miscellaneous:

- Ardith will fill in as Auburn Chamber rep, with Keith as an alternate. They will be reimbursed for the luncheon fee.
- Jaime is serving on the Auburn Old Town Business Special Events Committee and no longer attending the Auburn Old Town Business meeting.

## 12. Old Business

### 13 Upcoming Meeting Schedule

- 15.1 Next General Membership meeting Wed. January, 21, 7 pm
- 15.2 Next Board Meeting Monday February, 16 at 6 pm

14. **Motion made** "To adjourn" by *Rebecca* and seconded by *Heidi*.  
Adjourned at 7:44 pm

Respectfully submitted,

Rebecca Martinez, Secretary 2015