

AUBURN OLD TOWN GALLERY  
218 Washington St. • Auburn, CA 95603  
BOARD MEETING  
February 16, 2015 • 6:08 pm

**1. Roll Call:** Present: John Johnson, Patty Pieropan Dong, Lance MacKenzie, Heidi Murray, Jaime Baxter, Ardith Gray, Keith Smith. GUEST Jim Wesley, *Auburn Journal*.  
Absent: Rebecca Martinez, Lana Federico

**2. Approval of January 19, 2015 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, nothing to report

**4. Publicity Report:** Ardith Gray

4.1 Presentation of proposed advertising budget, *Auburn Journal*

Mr Wesley submitted various methods of advertising in the Auburn Journal.

10,200 people take the Journal.

The Calender of events comes out three time a week. The following is the full package for advertising in the *Journal* for the year 2015-2016.

\$2094. - Listed every other month in the "Calendar on Events" in the journal.

\$2400. - 8X2 add every month in the "Entertainer Magazine".

\$ 321. - 1000 tri-fold brochures.

\$1000. - Front page of the "Entertainment Magazine"

\$ 500. - Postcards for September/VIP

\$ 6315. - Total

<\$600.00> grant from the Journal

\$5915. - For the year.

Discussion:

Consistency is important in advertising. Can we take a risk and spend \$5000. for the year? It would increase traffic and public awareness.

Janet Nicholson is willing to take photos.

**5. Treasurer Report:** Lance MacKenzie

5.1 February Report presented; see attached.

**Motion made** "To accept the Treasurer's Report as presented." Passed unanimously.

5.2 Should we have the September sale, 20%, for one week only? The board consensus is that we have the sale only for one week.

**ACTION** The budget will be discussed at the March membership meeting.

**6. Membership Report:** Heidi Murray No one is jurying into the gallery

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

### 7.1 Suggested events for 2015.

April 9, 2015- Auburn Artwalk - Gallery theme - "Mud Wrestling", potters

May 30, 2014- Auburn Old Tow Fine Art and Wine Festival - obtain booths for demos.

June 11, 2015- Auburn Artwalk - "Picture This".

July 17, 2015 - Gallery theme - "Hot Stuff".

August 13, 2015 - Auburn Art Walk - Gallery theme "You're Putting me On" - wearable art.

September 2015 - Limit the sale for one week only.

October, 8, 2015 - Auburn Art Walk - Gallery theme "Confluence of Style" - collaboration between two artists.

November 20, 2015 - Gallery theme - "Native Made" - Woods and Gourds.

December, 12 and 19, 2015 - Country Christmas

Suggestion: Should we have a student guest artist? We could have an artist for a month. We could have a committee that would pre-screen the student's work. We would like to get new blood in the gallery.

**Motion made** "To reserve two spots in the Fine Art and Wine Festival" by *Jaime Baxter*, second *Patty Pieropan Dong*. Motion passed.

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

8.1 Transformers were replaced.

8.2 We dropped to 35 watts for lighting;

8.3 We Purchased a new mat from Uline for the POS station.

8.4 Jerry Berry talked with the original people who put our security system in place.

## **9. Display Report: Lana Federico no report**

## **10. New Business**

10.1 John Johnson is waiting for interviews to format for possible distribution.

We could set up a photo booth in the gallery. Open discussion regarding good photography.

## **11. Old Business**

**12. Motion made** "To adjourn" by *Patty* and seconded by *Ardith*.

Adjourned at 7:50 pm

Respectfully submitted,

Ardith Gray for  
Rebecca Martinez, Secretary 2015