

APPROVED
July 13, 2015

AUBURN OLD TOWN GALLERY
OLAS, 175 Almond St • Auburn, CA 95603
BOARD MEETING
June 8, 2015 • 5 pm

Call to Order 5:05 pm

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

1. Agenda Approved

2. Approval of Minutes

MOTION MADE by *Keith Smith* "To approve the May 11, 2015, Board Minutes as presented" Second by *Jaime Baxter*. Approved.

3. Vice President Report: Patty Pieropan No report.

4. Treasurer Report: presented by Lance MacKenzie (see attached)

MOTION MADE by *Rebecca Martinez* and seconded by *Jaime Baxter* to "Accept the Treasurer's Report as presented." Passed unanimously.

3.1 Sales decline trend. Lance presented financial analytics which break down the last year declining sales trend. The 15 top selling members have not had a decrease in sales, and the top 15 seller list has not changed much. The bottom 25 sellers also have not changed much. Middle sales artists account for nearly all of the 9% decline of sales. Other Northern California galleries, informally polled by Lance, do not have a decline in sales. He speculated reasons for this, perhaps inventory is not being refreshed? There was discussion of encouraging membership to bring in new inventory and changing the way the gallery display is arranged.

ACTION ITEM. John Johnson to form a Display Renewal Advisory Committee to devise a plan to present at the July General meeting.

4.2 Damage report Michelle Mackenzie submitted claim form for broken piece

MOTION MADE by *Keith Smith*, Second by *Heidi Murray* "To approve payment to Michelle Mackenzie of \$49 for broken item." Approved

4.3 Burglar alarm. Auburn Police sent a letter saying that if we have two more false alarm activations we will be billed \$50 each. Discussion regarding how to turn the alarm off and procedures to cancel alarm notifications.

ACTION ITEM John will remind members of burglar alarm procedures and post a small sign by the alarm on how to deactivate if accidentally set of or respond to police phone call. No codes to appear on small sign.

4.4 Security system. Quote of \$3,000 secured by Don Lawson seems high. Lance was able to reach Gordon, the original security camera and system installer. Gordon would like to get our system back up and running. Gallery needs a new PC or parts and to have the software upgraded. Estimate is \$400. If the computer needed to be replaced it would be around \$800. Gordon will train Lance (and Lance is willing to be the key person) on how to use it. Discussion regarding recording capabilities of new system, which would save the recording.

MOTION MADE by *Rebecca Martinez* and seconded by *Heidi Murray*, "To approve up to \$800 to accept Gordon's proposal to fix the security camera system." Lance will work with Gordon to implement.

5. Membership Committee Heidi Murray.

New member Jane Markham, wood boxes. Anita's space replacement lined up. Two people to jury in but apps not yet received. Heidi will contact them.

6. Special Events Committee Jaime Baxter

6.1 Presentation of mobile display idea for art walks, etc; trifold walls behind jewelry case to the right as you enter could be set up. This space could also temporarily hold low pedestals for 3-D work. Jaime was stumped when the *Auburn Journal* asked her why people should visit the gallery for our special event, and featuring a few artists would give us something to write about.

6.2 Gallery sales for Saturday Art & Wine Festival. Artists who showed or demonstrated at the event had better gallery sales (Jaime report attached?) and it was the third highest sales day of the month.

6.2 June Artwalk, "Picture This" event article will appear in the paper. Sonja and Sandy will demo that day. Harp player coming in. Susan Stoll is not getting a good response to food and help for the artwalks. Should we ask membership why there is no participation. We currently have a file where members are to list their volunteer hours, but it may have fallen out of use. The membership agreement does include specifics for annual volunteer hours.

ACTION ITEM Keith will draft up an idea for an online member participation chart to encourage member participation in events.

6.3 Budding Artist Program Committee members Ann Ranlett, Jay Stargaard, Susan Stoll and Jaime Baxter are working on Budding Artist idea for presentation.

6.4 AOTG 20th Anniversary, hold in conjunction with September Sale? Lorelee's party is just for membership

6.5 All member e-mails, Suggestion to have Patty filter all member e-mails. Suggestion for protocol for objectionable e-mails.

7.0 Publicity, Keith report for Ardith

Mail chimp e-blast of 1350 going out 6-9-15 for Artwalk. Another set of Gold Country Media Entertainment ads has been prepared. Please clip and bring in any ads seen.

8. Facilities, Keith Smith

8.1 Everything seems okay. Leaky air conditioner taken care of. Jaime and Lorelee changed filter, used temporary filter. Keith will clean permanent one and replace it.

8.2 Lighting issues to be referred to Jenn Norpchen.

8.3 Keith will be out of the country for a few months.

9. Display Committee, Lana Federico submitted the following report for moves made the end of May.

Jamie Baxter to Carol Bellamy.

Carol Bellamy to Keith and Merridee

Keith and Merridee to Suite B as you enter (moved Lisa Bone over)

Ellen Hulls to window Suite A where Jodi Reed was.

New artist, Jane Markum to the Nicholson's by window in suite A

Nicholson's to window in B suite next to Jenn Norpchen

10. New business

The country will change over to chip cards in October, Jerry to order new credit card reader.

11. Old business

John Johnson presented Reif Erickson's will and death certificate. Check to be put into Nancy Polli's name so that she may receive funds from Reif's sales from he gallery.

John to do sheetrock tomorrow

12. Upcoming Meeting Schedule

12.1 Next Board Meeting Monday July 13, 5 pm at OLAS Building

12.2 Next General Meeting Monday July 20, 6:60 pm at AOTG

MOTION MADE "To adjourn" by Heidi.

Adjourned at 6:17 pm

Respectfully submitted by

Rebecca Martinez, Secretary 2015.