

AUBURN OLD TOWN GALLERY BOARD MEETING

218 WASHINGTON STREET AUBURN, CA. 95603

JANUARY 11, 2017

**Call to Order:** 6:15 pm

Sign in sheet indicates those in attendance

**1) Agenda/Minutes**

1.1) Agenda approved; motion made by Susan Stoll, second: Ardith Gray

**2) V.P. Report-** Lorelee Love absent

2.1) Lorelee Love has written a resignation letter from her position due to health issues.

**Action Item:** Cherie will talk to Patty Pieropan-Dong to see if she would be willing to serve as V.P for another term.

**3) Treasurer's Report-** Lance Mc Kenzie

3.1) Two artist's have reported theft:

Darlene Becker- 2 ornaments @ \$15 each; reimbursement \$15

Patty Pieropan-Dong- 1 ornament @ \$14; reimbursement \$7

3.2) Lance discussed sales report. In summary all months except 2 were down in sales.

Cash flow reported- 2016 was the second lowest in the past 10 years.

Motion was made to accept Treasurer's Report- Dianne Van de Carr; Second- Susan Stoll

3.3) Lance reported a clean reconciliation report.

3.1) Lance ran a sales report of all artists in an attempt to better understand why the gallery continues to run in a deficit.

a) He looked at the artists that left and those artists who came into the gallery in their place.

The artists who left produced more income than those that came in in there place. It was a significant difference in sales.

b) He looked at the difference in sales of the artists who were in the front of the gallery vs. those that are in the back. He found that the better selling artists have better sales when in the front of the gallery.

c) He measured the display areas by medium and sales; 3D artists vs. 2D artists. He found that wall artists take more space and produce less income.

Recommendation: Lance wants to form a committee to look at his preliminary findings in more detail.

Motion made by Susan Stoll, second by Dianne Van de Carr

3.4) Lance recommended rent space be increased to come closer to the monthly lease rate. He recommends : full space increases to \$75 per month

half space increases to \$50 per month

This proposal will be brought before the general membership which will need 2/3 in attendance for a vote.

Motion made to form a committee by Ardith Gray, second by Susan Stoll.

**Committee Reports:**

**4) Display -** Linda Miller

Linda stated that next week she will begin looking at moving various artists. She stated she is developing a new way to keep track of who moves, when and where.

**5) Membership -** Ardith Gray

5.1) Ardith stated she plans on decreasing the number of jury days during the year to 3 times.

5.2) She also suggested that the gallery charge a fee for jurying. It was suggested a \$25 fee be charged to anyone applying to the gallery.

**Action:** Ardith will check with Ann Ranlett to change the website application to reflect a fee for jurying

Motion was made to approve membership changes by Susan Stoll, second by Dianne Van de Carr

6) **Facility** - Jen Norpchen

Jen checked on supplies and suggested that we only order what is needed to minimize expenses.

7) **Publicity** - Susan Stoll

Susan suggested we decrease the calendar ads. Also not to order business cards, but to order more pens. She can order another 500 for approximately \$180

8) **Special Events**- Dianne Van de Carr

Ardith will give Dianne contact information about vocalist for music.

8.1) Dianne asked about a budget for music

Motion was made to give a \$100 budget for each event to be used as needed - Dianne Van de Carr, second- Jen Norpchen

**Meeting Adjourn** 7:45 pm

Motion made by Susan Stoll, second Dianne Van de Carr

Minutes submitted by Shoshana Bilunos, AOTG 2017