

Auburn Old Town Gallery
218 Washington St., Auburn, CA 95603

Board Meeting Minutes

September 11, 2018

Call to Order: 6:00 pm.

Attendance: Shoshanna Bilunos, Patty Pieropan Dong, Diane Tharp, Lori Humphrey, Linda Miller, Gary Lord, Susan Stoll, Ardith Gray, Dianne Van de Carr

Secretary; Approval of Minutes – Diane Tharp: Lori Humphrey made a motion to approve the AOTG Board Minutes of July 11, 2018, seconded by Linda Miller. The motion passed unanimously.

Vice President’s Report – Patty Pieropan Dong: Patty announced that Juan Pena and Mike Volpi will be leaving the gallery at the end of September.

Treasurer’s Report – Lori Humphrey:

Lori shared the monthly banking summaries for July and August. July saw a positive balance of \$634.00, while August had poor sales with a loss of \$2,670.78. Lori said this year the gallery cash inflow to date is \$8,957.83 less than the 2017 year to date. Sales are dropping and the gallery needs to look into this issue.

Committee Reports:

Membership-Ardith Gray: Nancy Foster will be taking a year’s Leave of Absence starting September 7. Four other artists will be leaving the gallery at the end of September: Priscilla Roach, Susan Polstra, Juan Pena, and Mike Volpi.

There will be jurying of 5 new artists at the September general meeting.

Publicity-Susan Stoll: Susan has been advised that publicity through social media is proving to be more effective and far-reaching than print ads. She plans in the future to put less money and effort into print ads and increase efforts in more social media. Hannah Nicholson will be helping with social media.

The map ad has been renewed for \$300. Joseph Baxter invited the gallery to place an ad in his High School Newsletter, the Hillmen Messenger. The board decided to place a one-time quarter page ad for \$60 in the November issue for gallery Christmas advertisement.

Events- Dianne Van de Carr: The August Auburn Co-op was a huge festival. Unfortunately, a large food truck blocked the visibility of the gallery, so there was not much traffic into the gallery. During the September Co-op, Phil Evans brought 5 very large pieces to display outside and this brought people into the gallery. This proves that having an outside display is effective for pulling people into the gallery.

The gallery’s Anniversary Celebration Sale and Art Walk will be on September 21. Stacy Lamothe has organized volunteers to help for that night. All gallery artists will be encouraged to attend and help promote “meet the artists” for that evening. Keith will send out eblasts advertising this event.

Dianne brought up the annual gallery holiday party, and this will be brought to the membership for decision.

Display- Linda Miller: Shannon Morgan has a display rack holding glass garden posts that is not in keeping with gallery display rules. Gail Morgan was contacted over a month ago and given a pedestal so holes could be drilled for displaying the poles. The display has not been changed. Shannon is currently out of town. It was decided that a letter would be sent to Shannon stating her display is out of compliance and needs to be corrected by the end of September.

Two new artists will be starting at the gallery in October: Stacey Pedri (photographer) and Marilyn Rose (painter).

Facility- Gary Lord: The new printer is up and running. Gary had Tony Foster look at the Closed Circuit TV, but they could not get past the password. Gary has reorganized the gift box storage in the closet. Gary said there are 134 light fixtures in the gallery and he has replaced 16 LED light bulbs, 6 spot light bulbs, and 3 light fixtures. The "can" style of fixtures are cheaper and will be used to replace the older light fixtures over time. Gary will research an anti-fatigue mat to replace the worn mat at the sales counter and will be placing a "cord cover" over the taped over the electrical cords crossing the counter walkway. Gary will also be relocating the 4 way outlet on the wall in the storeroom so it will be out of the way of the ladders, which have been dislodging the various plugs. He has mounted some plywood on the wall on the right side of the water jug and the outlet will be moved there.

Old Business:

Problem with setting the alarm when closing: There have been problems getting the alarm to set when closing. All doors need to be checked that they are correctly locked. Call ADT if nothing else works.

Uncashed checks: Lori Humphrey said that Doreen Kidd instructed her to keep her last year's uncashed checks totaling \$95.20 and put that amount in the Publicity Account. Thank you, Doreen!

New Business:

A Nominating Committee Chair is needed for the upcoming election of officers. Shoshi will ask for a volunteer to chair this committee at the September membership meeting. She will also ask for 3-4 volunteers to help the chair.

The air conditioner needs the filters replaced regularly for effective operation. Shoshi will check with Nancy about whose responsibility it is to change the filters.

Dates to Remember:

September 17: Gallery Membership Meeting, 6:30 pm

September 21: Gallery Anniversary Celebration and Auburn Art Walk

Adjourn: The meeting was adjourned at 7:40 pm, the motion made by Diane Van de Carr and seconded by Linda Miller.

