

Auburn Old Town Gallery
218 Washington Street, Auburn, CA 95603
January 20, 2020
General Meeting Minutes

Call to Order: The meeting was called to order at 6:45 pm by President, Shoshana Bilunos.

Approval of Minutes, Diane Tharp, Secretary: The November 19, 2019, General Meeting Minutes were approved, the motion made by Jane Markham and seconded by Sonja Hamilton.

Vice President's Report, Patty Pieropan Dong: There was no report.

Treasurer's Report, Lori Humphrey: In October, the gallery was down \$6,500 for the year, however, the good sales in the months of November and December brought the gallery back into the positive. There is enough money saved to purchase new carpeting and possibly a new computer set up for the gallery. Lori is working on the 1099 tax forms and will have them out by the end of January. The K1's will take longer to get out, but each artist's amount would equal about \$3. The 1/1/2019 - 12/31/2019 Financial Report was approved, the motion made by Keith Smith and seconded by Dianne Van de Carr.

Committee Reports:

Membership, Connie Rodriguez: Members were given time to view the jurying artists' artwork before the meeting, and at the end of the meeting, before casting their ballots. Artists jurying were Terry Lee Green (stained glass), Rudy Browne (oil painting), Asia Batchlor (mixed media), Sylviane Gialletto (oil), Jane and Kelly Quinn (metal sculpture), Wayne Percival (scratchboard, painting), Gini Crepps (alcohol ink), Kirsty Roberts (chicken wire sculpture), Darlene Riel (photo tiles). There was a brief discussion of each artist's work before voting at the end of the meeting.

Publicity, Susan Stoll:

Susan reviewed past publicity budgets (2018 - \$3,658, 2019 - \$3,037) and her proposal of the 2020 Publicity Expense Budget is \$3,432 as presented below:

Social Media Paid Ads = \$1,200

Reserve for print ads and/ or other advertising opportunities = \$1,000

25th Anniversary promotion and advertising = \$500

Website hosting fee = \$155

Domain Name Registry Renewal = \$50

Old Town Auburn Website Photo Ad = \$500

Website Calendar App = \$27 (Ann Ranlett will be switching this over to a new company.)

Mail Chimp (free version) = \$0

Gallery Brochure = \$0

The 25th Anniversary expenses could include special printed bags (that could be sold to offset expenses) and other anniversary items.

Artists participating in the gallery brochure would be charged a small fee to offset costs. Also, artists who want to be included in the brochure should be artists that have been with the gallery for awhile and are committed to staying in the gallery.

The Social Media ads include Facebook and Instagram. Laura Bracken, who is in charge of Social Media, suggested that the great sales in November and December could be a reflection of these social media ads which started during those months.

The 2020 Publicity Expense Proposal was approved, the motion made by Laura Bracken and seconded by Stacey Lamothe.

Events, Dianne Van de Carr: Dianne reminded everyone that she is co-chairing the Events Committee with KayLynn Sanderson.

The gallery served complimentary hot cider for both Classic Christmas events, and it was very popular. There was rain on the December 14th Classic Christmas and a smaller crowd. There was a great turn out on the 21st and good sales. Big thanks to all who volunteered and demonstrated during those events.

The new members' reception was held on January 18th. Louise Bezark had friends perform music and brought refreshments. Doug Parks, Barbie Smith, and Louise Bezark were the new members present, and Lori Humphrey, Laura Bracken, Meg Black-Smith, and KayLynn Sanderson were there as well. There were a few sales and the evening was a great success.

The next event is TASTE OF CHOCOLATE on Sunday, February 9th from 12-3:30. Volunteers are needed to help customers paint clay hearts. We will not charge the public for this event, although passports will be purchased for 10 tastes of chocolate and those sales will benefit AAUW and OTBA. Examples of painted hearts will be on the feature wall to promote the event along with social media.

The first Art Walk will be in Old Town on April 9, 2020. The focus will be on photography, aligning with Sacramento's Photography Month. Dianne suggested possibly having a photo booth with props in front of the gallery.

Information has not been released for this year's Co-Ops.

Sunshine Report: We have several members with health issues: Sandy Lindblad broke her wrist, Dianne Van de Carr had foot surgery, Lorelee Love had an adverse reaction to medication and is very ill, Connie Rodriguez broke her ankle, and Christina Salazar had a hip replacement.

Facilities, Paul Van de Carr: Paul is still in the process of organizing the back room, which is looking great! Lori Hymphrey made copies of the jewelers' keys, and back up keys are in the metal box located in the locked drawer. Large boxes (broken down for storage) are on the shelf in the closet. They will be marked with sizes for easier selection.

Display, Linda Miller: Lana Federico gave the display report. February is heart-themed art. Please send images to Jaime Baxter. The February Featured Wall will be installed on January 31st, so bring in artwork before that day. The March theme is "Mixing It Up" where artists create works in a different medium. This will be installed February 29th or March 1st. Emails will also be sent to members reminding them of installation dates.

Always keep eyes open for potential new artists and invite them to apply for membership.

Linda Miller will be resigning from Display at the end of the year. Paul Van de Carr and Lana Federico will be assisting Linda with Display. There is a need for new members to join this committee and start the learning process as this position is very involved. If there are concerns or issues with display please come to the committee directly so they are aware of your concerns and can try to address them.

Artists leaving the gallery are: Phill Evans and Jennifer Lile at the end of January, Jerianne van Dijk at the end of February, and Sherron Totter and Kathleen Woolsey are gone now.

New Business:

Emails: Please don't "piggy-back" on group emails with new subjects. Those emails often get lost in the shuffle. Send out new emails with the correct subject. Be sure to use the current email list from the gallery website or Darlene Becker's email list update.

New Flooring: Shoshana learned that because of the uneven floor in the gallery, carpet is our only option. The first bid came in at \$6,600 for the entire gallery and closet, including removal of the old carpet. This does not include moving furniture. This will take two days, one day carpeting the front suite of the gallery, the next day carpeting the back suite. It was mentioned the floor creaks in front of Paul's display and when then the carpet is pulled up, the condition of the floor should be inspected. Shoshana is waiting for another bid. She will ask about 3 members to help her select carpet color options that can be presented to the membership for vote. Sample boards will be available in the gallery for members to view before voting. A motion to proceed with the purchase of new carpet was approved, the motion made by Jenn Norpchen and seconded by Stacey Lamothe.

New Computer: Doug Parks is working on a bid for a new computer and a laptop tied to the label printing program and printer. The proposed cost is about \$2,300. Doug will present at the next membership meeting.

Double Space Membership: Lori Humphrey currently has two display spaces, including a half wall space in the back suite. Lori received approval for this from Display, which greatly helped during holiday months when that wall was empty. Lori would like to keep this space permanently, but this requires an approval vote from the membership according to the gallery membership agreement. Members were asked to add their vote for this issue at the bottom of their jurying artists ballot.

Adjourn: The meeting was adjourned at 7:37 pm, the motion made by Louise Bezark and seconded by Paul Van de Carr.

Minutes submitted by Diane Tharp.