



(860) 434-7802 90 Lyme Street, Old Lyme CT 06371 [www.LymeArtAssociation.org](http://www.LymeArtAssociation.org)

**AGENDA**  
**BOARD OF DIRECTORS MEETING**  
**December 20, 2017 4:00 pm**

<b>Call to Order</b>	Katherine Simmons
<b>Minutes Review &amp; Approval</b>	Katherine Simmons
<b>Treasurer's Report</b>	John Beatty
<b>Gallery Report</b>	Jocelyn Zallinger
<b>Development:</b>	
<b>Second Century Committee</b>	Carrie Walters
<b>2017 – 2018 Annual Fund</b>	Gary Parrington
<b>Exhibition Sponsorship</b>	Gary Parrington
<b>Building and Grounds Report</b>	
<b>Education and Activities Committee Report</b>	Lisa DeFilippo
<b>Governance Committee Report</b>	Lee Ruck
<b>Board Member Recruitment</b>	Katherine Simmons
<b>Other Business</b>	
<b>Update – sale of art in storage room</b>	Gary Parrington
<b>Flo Gris and Old Lyme Inn</b>	Laurie Pavlos
<b>Adjournment of Meeting</b>	Katherine Simmons



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**BOARD OF DIRECTORS MEETING**  
**November 15, 2017 4:00 pm**

**Board members present:** David Moore, Lisa DeFilippo, Donna Gilberto, Debbi Goodman, Steven Ross, Carrie Walters, Kathy Simmons, Emily Reynolds and Lee Ruck

**Board members absent:** Jack Montmeat, Kim Sapia, Del-Bourree Bach, Roger Clements, Jay Berryman, Sarah Lucas and John Beatty.

**Staff:** Gary Parrington, Laurie Pavlos, & Jocelyn Zallinger.

**Call to Order:** Kathy convened the meeting at 4:00 pm.

**Minutes:** On a motion by Carrie and seconded by Lee, the September Board Meeting Minutes were approved. The October Annual Meeting minutes were reviewed. Steve made a correction to a date. Lisa DeFilippo made a correction to the spelling of her name. With the above-mentioned corrections, the Board unanimously approved the posting of the Annual Meeting minutes to our website. The minutes will be reviewed for approval at the October 2018 Annual Meeting.

**Treasurer's Report:** Steve reported the balances on our accounts. Checking account has \$26,600, credit card checking account has \$28,861, and the capital campaign has \$135,742 as of this morning. Laurie reported that the figures for the interest and dividend, on the income side of the report, are not quite up to date and it is just an issue of timing. Lee made a motion to accept the treasurer's report for audit, Lisa seconded, all were in favor.

**Gallery Report:** Jocelyn reported that the past month has been very busy with close to 500 submissions to the Deck the Walls show. We talked about using social media, Facebook and Instagram to help sell art. Sales are strong and on track with our budget expectations.

**A.P.E.C.** APEC met on Nov 1<sup>st</sup> and worked on the 2019 exhibition calendar. Joan Wallace, a new Elected Artist member, will serve as the APEC chair. We discussed the possibility of a live auction event.

**Development:**

Second Century: Carrie informed the Board about how pleased she is with the progress of the renovations and what a pleasure it is to work with the Sapia team. She notes that if anyone asks how to help, let them know that \$160 buys a box of shingles and \$500 buys a square of shingles. She reports that we have \$86,000 left to meet our goal.

Gary reported that since our last board meeting grants have been submitted to the Chelsea Groton Foundation for \$5000, Bodenwien Foundation for \$5,000 and renewing to the town of Old Lyme for \$10,000.

Palate to Palette (P2P): Emily reported that the P2P fundraiser event this year was very successful. She presented a P2P budget comparison chart that illustrated the growth of the event. Cultivating new sponsors was key to the success of the event. Emily reports that we have net profit so far of \$41,500. Emily talked with John earlier this week and decided that the P2P Committee recommends that we allocate \$30,000 to the Capital Campaign. Lisa made a motion to accept Emily's recommendation and Dave seconded. Steve expressed his concerns that we need to replenish the endowment fund, if not now with this allocation decision, at some point in the future for fund-raising proceeds. The motion on the table was approved.



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**Annual Fund (AF):** Gary reported that the annual fund campaign runs each year from Nov. 1<sup>st</sup> to October 31<sup>st</sup>. Our goal for the campaign starting in November 2017 is \$37,000. The past year's AF raised \$35,302. Roughly half came from donations and half came from Spring Projects. The 2017 – 2018 campaign is underway with 531 letters mailed Nov. 10 to members who are not yet AF donors. 171 letters personalized by Kathy sent Nov. 14<sup>th</sup> to last year's AF and Spring Project donors. Gary states that we plan to use the 2018 Spring Challenge to go all-out in support of the Capital Campaign. Gary talked about the *Culture of Philanthropy* and why we always ask for 100% Board participation. He states that securing 100% from Board members means a lot to volunteers chairing or serving on fundraising activities, and validates their hard work. He states that he and Laurie will be happy to clarify or update Board members on their donor history. If Board members would rather make one contribution instead of five, they can help allocate your donation over all fundraising requests for the year.

**Education and Activities Committee:** Lisa updated the board on some of the activities the committee has planned for 2018: Art Supply Expo; a Holiday Painting Party is planned for Nov.30<sup>th</sup>; a critique night with Hollis Dunlap on January 18<sup>th</sup> is in the works; and workshops are in the planning stages with artists Jordan Sokol, Alan James, and Hollis Dunlap.

**Governance Committee:** Lee reported that he is working on a template for minutes and audit committee and that it will be ready at the next Board meeting. He states that he would like to have an audit committee in place by Jan 30<sup>th</sup> and an audit committee report by March 1<sup>st</sup> next year. Lee will coordinate with John as to the timing of the process.

**Election of Officers:** The following nominations for officers were presented to the Board for approval: Kathy Simmons as President, Emily Reynolds as Vice President, John Beatty as Treasurer, and Steve Ross as Assistant Treasurer/Secretary. There was much discussion about term limits and succession plans and what works best for LAA. Carrie moved that we accept the slate recommended by Kathy. Dave seconded. All were in favor.

**Other Business: Art Auction:** Gary informed the Board about the plan to liquidate donated art that has accumulated and been stored at LAA over the years. Patricia Shippee, a certified art appraiser and longtime LAA member, has evaluated the artwork between \$14,000 and 25,000. She recommended LAA use *Winter Associates*, an auction appraisal service to sell the artwork at auction. The proposed contract was attached to the Board packet. After Board review and discussion, Dave made the motion to accept the contract and move ahead with liquidating the artwork, Lee seconded the motion. All were in favor. Gary will be the signer and point person on the art sale project.

**Board Resignations and Recruitment:** Kathy announced to the Board that Michael Moses, Sponsorships Committee, and Jack Montmeat, Building & Grounds Committee chair, have resigned and asked the Board to formally accept their resignations. She invited Board members to recommend replacements for these two openings on the Board. Lee made the motion to accept, Steve seconded, all were in favor. Kathy will send an acknowledgement letter to each of our outgoing Board members, thanking them for their service. Kathy also noted that she has scheduled conversations with two Elected Artists as possible nominees to fill other open Board positions, on the Audit Committee and on the Education and Activities Committee.

**Adjournment of Meeting:** The meeting was adjourned on a motion by Carrie and seconded by Donna at 5:36 PM.

*The next meeting is Wednesday, Dec 20, 2017.*

**Lyme Art Association**  
**Profit & Loss Prev Year Comparison**  
January 1 through November 30, 2017

	Jan - Nov 17	Jan - Nov 16	Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4002 · Membership - Dues	32,339.00	33,160.00	25,360.00
4003 · Entry Fees	30,088.00	21,941.00	14,171.75
4004 · Donations	43,709.10	37,155.00	30,310.82
4004.10 · Fundraising Events	45,409.45	23,030.80	3,400.00
4005 · Exhibition Rental	360.00	2,524.00	1,000.00
4005.5 · Facility Rental	6,600.00	5,215.00	4,000.00
4006 · Misc Sales	40.00	-184.00	0.00
4007 · Education	52,424.55	21,986.00	23,733.36
4009 · Commissions - Sales of Artwork	45,535.03	44,830.98	31,333.36
4011 · In Kind Donations	39,781.00	37,147.39	26,000.00
4100 · Grants	6,000.00	6,000.00	4,000.00
4200 · Interest & Dividends	18,628.86	25,797.94	18,666.68
<b>Total Income</b>	<b>320,912.99</b>	<b>258,604.11</b>	<b>181,975.97</b>
<b>Expense</b>			
5000 · Education -Class Expense	18,608.24	2,753.86	7,500.00
5300 · Utilities	11,251.36	9,746.27	8,332.00
5401 · Maintenance-Cleaning	4,918.81	4,582.52	3,668.00
5402 · Maintenance	2,795.97	6,325.47	4,400.00
5404 · Grounds	10,225.79	6,587.23	5,668.00
5440 · Leases	0.00	34.11	0.00
5451 · Office	4,517.88	5,396.97	4,532.00
5453 · Miscellaneous	0.00	191.84	332.00
5461 · Fund Raising	2,109.22	782.14	600.00
5650 · Insurance	8,024.25	4,120.25	6,668.00
5701-3 · Gallery Rental Costs	0.00	100.03	0.00
5701 · Exhibits	10,303.96	14,363.02	10,400.00
5725 · Postage & Shipping	916.66	831.62	800.00
5751 · Printing	290.00	197.63	668.00
5801 · Publicity/Advertising	5,179.02	16,333.19	5,332.00
5802 · In Kind Expenses	39,781.00	13,516.00	26,000.00
5850 · Capital Expenses	13,240.16	8,194.00	10,668.00
5901 · Bank & Credit Card Fees	6,770.80	7,522.53	5,000.00
5902 · Interest	42.87	126.12	0.00
6500 · Payroll	121,057.37	114,985.92	97,300.00
6561 · Gallery use expense	437.47	486.34	800.00
6750 · Taxes - Other	75.00	0.00	510.00
8300 · Promotion and Travel	1,037.25	1,408.55	
8401 · Training	0.00	45.00	1,700.00
<b>Total Expense</b>	<b>261,583.08</b>	<b>218,630.61</b>	<b>200,878.00</b>
<b>Net Ordinary Income</b>	<b>59,329.91</b>	<b>39,973.50</b>	<b>-18,902.03</b>
<b>Other Income/Expense</b>			
<b>Other Income</b>			
4004.6 · Grants - Capital Campaign	0.00	30,000.00	10,000.00
4010.3 · Capital Campaign Donations	56,941.80	121,800.00	85,000.00
5800 · Fund Raising Events	0.00	140.00	
<b>Total Other Income</b>	<b>56,941.80</b>	<b>151,940.00</b>	<b>95,000.00</b>
<b>Other Expense</b>			
6701 · Capital	0.00	337.00	
6702 · Capital Campaign Exp	121,328.46	5,183.90	3,400.00
<b>Total Other Expense</b>	<b>121,328.46</b>	<b>5,520.90</b>	<b>98,400.00</b>
<b>Net Other Income</b>	<b>-64,386.66</b>	<b>146,419.10</b>	<b>-3,400.00</b>
<b>Net Income</b>	<b>-5,056.75</b>	<b>186,392.60</b>	<b>-22,302.03</b>

**Gross Sales  
Month**

Year	January	February	March	April	May	June	July	August	September	October	November	December	Gross Sales
2012	\$1,900	\$3,055	\$6,320	\$6,290	\$7,308	\$13,775	\$14,241	\$12,750	\$5,750	\$13,398	\$17,114	\$10,321	\$112,220
2013	\$3,975	\$250	\$4,076	\$15,585	\$9,635	\$5,050	\$8,578	\$9,215	\$13,635	\$4,640	\$17,538	\$11,311	\$103,487
2014	\$8,545	\$2,985	\$5,425	\$14,298	\$5,785	\$14,515	\$15,565	\$7,235	\$5,945	\$18,933	\$18,125	\$10,925	\$128,281
2015	\$7,115	\$3,225	\$3,285	\$3,075	\$3,610	\$18,999	\$27,379	\$12,098	\$2,770	\$12,155	\$5,525	\$23,698	\$122,933
2016	\$2,520	\$2,787	\$10,255	\$22,425	\$8,065	\$26,915	\$6,367	\$5,525	\$13,580	\$6,700	\$20,570	\$9,580	\$135,288
2017	\$10,290	\$2,545	\$10,037	\$6,520	\$9,195	\$17,127	\$13,150	\$8,054	\$21,955	\$11,775	\$18,685	\$8,045	\$137,377

**Total Pieces Sold  
Month**

Year	January	February	March	April	May	June	July	August	September	October	November	December	Total Pieces
2012	5	8	12	11	13	16	33	17	12	14	22	21	184
2013	9	1	9	32	16	7	21	24	16	6	26	22	189
2014	17	7	20	14	11	16	36	16	7	27	19	20	210
2015	17	4	8	5	7	30	62	23	6	18	7	47	234
2016	7	8	17	17	6	29	17	12	13	7	28	16	177
2017	17	6	18	10	9	30	36	17	21	13	40	14	231

**Year-to-date Comparison**

Year	January	Jan. - Feb.	Jan. - March	Jan. - April	Jan. - May	Jan. - June	Jan. - July	Jan. - August	Jan. - Sept.	Jan. - Oct.	Jan. - Nov.	Jan. - Dec.	Yearly Sales
2012	\$1,900	\$4,955	\$11,275	\$17,565	\$24,873	\$38,648	\$52,888	\$65,638	\$71,388	\$84,786	\$101,900	\$112,220	\$112,220
2013	\$3,975	\$4,225	\$8,301	\$23,886	\$33,521	\$38,571	\$47,149	\$56,364	\$69,999	\$74,639	\$92,176	\$103,487	\$103,487
2014	\$8,545	\$11,530	\$16,955	\$31,253	\$37,038	\$51,553	\$67,118	\$74,353	\$80,298	\$99,231	\$117,356	\$128,281	\$128,281
2015	\$7,115	\$10,340	\$13,625	\$16,700	\$20,310	\$39,309	\$66,687	\$78,785	\$81,555	\$93,710	\$99,235	\$122,933	\$122,933
2016	\$2,520	\$5,307	\$15,562	\$37,987	\$46,052	\$72,967	\$79,333	\$84,858	\$98,438	\$105,138	\$125,708	\$135,288	\$135,288
2017	\$10,290	\$12,835	\$22,872	\$29,392	\$38,587	\$55,714	\$68,864	\$76,917	\$98,872	\$110,647	\$129,332	\$137,377	\$137,377

Major Exhibitions - Gross Sales By Exhibition															
Year	Contemp			Holding Still	EA Show	LOL Jr. Women	Marine Art	Anything Goes	Summer			NE Landscape	Deck the Walls	EA Room	Art Market
	Associate Artist	Wonders of Winter	Contemp orary Look						Paint & Sculpt	Pastel Society	Landscapes				
2010	\$5,370		\$500		\$12,145		\$10,965	\$2,015	\$2,840	\$2,450	\$36,390	\$9,685	\$8,932		
2011	\$5,895		\$0		\$3,550			\$2,505	\$2,995		\$7,880	\$17,902	\$7,843		
2012	\$3,230		\$825		\$12,595		\$8,250	\$950	\$8,942	\$1,145	\$20,302	\$15,788	\$7,009		
2013	\$3,775		\$0	\$5,058	\$5,195	\$12,910		\$2,100	\$7,155		\$10,108	\$17,133	\$10,629		
2014	\$3,810	\$5,850	\$135	\$495	\$9,575	\$5,485	\$21,685	\$3,810	\$6,295	\$1,300	\$7,370	\$12,250	\$9,588	\$5,700	
2015	\$4,925	\$850	\$350	\$275	\$3,810		\$21,719	\$4,192	\$6,838	\$1,550	\$14,165	\$15,932	\$6,175	\$8,021	
2016	\$7,285	\$650			\$25,960		\$22,612	\$3,170		\$3,700	\$23,370	\$21,750	\$10,507	\$7,285	
2017	\$12,650		\$2,045	\$2,165	\$10,370		\$17,432	\$2,615			\$27,545	\$22,055	\$14,613	\$3,163	

Major Exhibitions - Total Pieces Sold By Exhibition															
Year	Contemp			Holding Still	EA Show	LOL Jr. Women	Marine Art	Anything Goes	Summer			NE Landscape	Deck the Walls	EA Room	Art Market
	Associate Artist	Wonders of Winter	Contemp orary Look						Paint & Sculpt	Pastel Society	Landscapes				
2011	12		0		5			9	8		8	34	22		
2012	10		1		11		10	8	15	2	21	28	18		
2013	10		0	8	8	27		10	11		10	29	27		
2014	9	10	1	1	4	10	28	15	10	2	15	30	19	14	
2015	7	5	1	2	7		23	16	9	2	14	33	14	25	
2016	12	1			11		22	14		5	17	33	27	12	
2017	19		3	5	7		33	12			27	43	36	10	

# Report to the Board

## December 20, 2017

### Annual Fund 2017 - 2018:

Received 89 gifts totaling \$11,480 between November 1 and today.  
Drive ends January 31, 2018  
Previous drive received \$15,600 by January 31<sup>st</sup>, 2017

Our Annual Fund will be cut short and end January 31, 2018. The Spring Challenge will be replaced by a Capital Campaign drive to kick off around March.

We're going ALL-IN to reach or exceed the Campaign goal.

### Exhibition Sponsorship 2017

(\* new this year thanks to Michael Moses)

Family Hearth & Patio*	\$2,000
SKY Investment Group	\$2,000
Suisman Shapiro Attorneys	\$2,000
Quinn & Harry*	\$2,000
Fulton Theroux	\$2,000
Aspire Magazine*	\$1,000
Chelsea Groton Bank	\$1,000
Total support	\$12,000

Pleased to welcome Liberty Bank as a new \$2,000 Presenting Sponsor for our first 2018 show - *26<sup>th</sup> Annual Associate Artist Show & Newly Elected Artists*.

The Old Lyme Inn will cater the opening reception, Sunday, January 28 from 2 – 4 PM.

Looking for a new chair to replace Michael for Exhibition Sponsorship.

### Sale of donated Art

Fifty-four pieces removed from storage delivered to Winter Associates in Plainville. The first auction date is planned for February.

Two Harry Hoffman paintings – *The Old Smith Dock* 26 x 24 and *Bermuda Waters* 16 x 24 delivered to Patricia Shippee. Sold for \$6,500 to Barese Fine Arts. Patricia did not take any commission for brokering this sale.

Request a motion to put all \$6,500 proceeds to Capital Campaign.

## **Nomination of Serena Bates to serve out the Board term of Michael Moses.**

Serena Bates has been an Elected Artist member for about the past ten years and has participated in our exhibitions. She is a sculptor, but has worked in other media.

This is a brief overview of her background outside of Lyme Art Association.

- From 1984 to 1994, she was Assistant to the Director of the Maritime Gallery, J. Russell Jinishian, at Mystic Seaport Museum. In that capacity, she worked with artists and patrons. She also handled correspondence, price lists, sales, gallery preparation, and event planning.
- From 1994 to 2000, she was Assistant to the Director of Education at Mystic Marine Life Aquarium. In that capacity, she assisted with education programs, their coordination and implementation. She was in charge of interns from around the world, coordinating their stay at the aquarium; she directly assisted the marine biologist, Robert Nawojchik, with the coordination of his interns and education classes. She was in charge of the education office and all the written materials coming in and out of there. She directly assisted the Director of Education, Cathi Lepore, and also was able to work in other departments within the aquarium, such as husbandry.
- From 2001 to 2005, she worked in the tax office of Sansiveri, Komball and McNamee in Westerly, RI. She was responsible for data input for tax returns and light QuickBooks bookkeeping.
- From 2006 to the present, she has owned Pete's Grocery and Deli in Bradford, Rhode Island with her ex-husband, taking care of all aspects of the business including advertising, bookkeeping, sales, and retail operations.

If appointed to the Board, Serena has expressed interest and enthusiasm for serving on the Educations and Activities Committee.