



(860) 434-7802 90 Lyme Street, Old Lyme CT 06371 www.LymeArtAssociation.org

Agenda
BOARD OF DIRECTORS MEETING
August 15, 2018 4:00 pm

Call to Order	Katherine Simmons
Minutes Review & Approval	Katherine Simmons
Treasurer's Report	John Beatty
Gallery Report	Jocelyn Zallinger
APEC Report	Joan Wallace
Development:	
Second Century Committee	Carrie Walters
Palate to Palette	Emily Reynolds
Building and Grounds Report	Paul Sellier
Education and Activities Committee Report	Lisa DeFilippo
Governance Committee Report	Lee Ruck
Other Business	
Adjournment of Meeting	

Next meeting: September 19, 2018, 4:00



(860) 434-7802 90 Lyme Street, Old Lyme CT 06371 www.LymeArtAssociation.org

BOARD OF DIRECTORS MEETING MINUTES

August 15, 2018, 4:00 pm

Board members present: Del Bach, Serena Bates, Lisa DeFilippo, Donna Gilberto, Jay Berryman, Debbi Goodman, David Moore, Emily Reynolds, Steven Ross, John Beatty, Paul Sellier, Katherine Simmons, and Carrie Walters.

Board members absent: Gayle Asher, Roger Clements, Sarah Lucas, Kim Sapia, and Lee Ruck,

Staff: Laurie Pavlos, Gary Parrington, Jocelyn Zallinger

Call to Order: Kathy convened the meeting at 4:15.

Minutes Review & Approval: Kathy asked for motion to accept minutes, Carrie moved to accept and Dave seconded the motion. July 2018 meeting minutes were approved unanimously.

Treasurer's Report: John reported that revenue is on or ahead of budget. He stated that cash reserves look good and bills are paid.

Gallery Report: Jocelyn reported that the Summer Painting and Sculpture receiving was very robust with over 400 entries. Art sales are back on track, membership and visitors are enthusiastic about the new show.

Development:

Second Century Committee: Carrie reported that there are still a few small details in the renovation project that she is working on resolving.

Gary stated that he wants to make it clear to the membership that no donor money will be used to support the capital campaign donor appreciation celebration. He stated that the recent sale of work from archive storage brought in \$3,480. He suggested we use those funds for the celebration party. John made the motion to use up to \$3,000. Del seconded the motion. All were in favor.

Palate to Palette: Emily reported that the committee is still recruiting sponsors and invited the Board to participate in the effort. She stated that the "Save the Date" post card is in the mail and that 9 restaurants have committed to participate. She stated that they are closing in on their goals.

Building and Grounds Report: Paul reported that the Fire and Burglar alarm systems are back in order.

Gary reported that new signage is in progress for Gallery Parking and Handicap parking.

Education and Activities Committee Report: Lisa reported that there are no new developments in the committee but that the scheduled workshops are filling up.



(860) 434-7802 90 Lyme Street, Old Lyme CT 06371 www.LymeArtAssociation.org

Other Business: Kathy reported that the Executive Committee has commissioned an Audit Committee. She stated that Paul will chair that committee and that it includes Rick Stout, Nick Salerno and Gayle Asher. Paul will present the report at the Annual Meeting in October. Paul answered questions from the Board about the internal audit and outlined the process.

Gary stated that Board members have asked him to identify which media outlets receive our information. Sue Cornell, our PR representative, has provided a list of that information and it is included in the Board packet.

Del moved to adjourn the meeting at 4:49 pm. Dave seconded and all were in favor.

Next meeting: Sept. 19, 2018 4:00.

Lyme Art Association
Profit & Loss Prev Year Comparison
January through July 2018

	<u>Jan - Jul 18</u>	<u>Jan - Jul 17</u>	<u>Budget</u>
Ordinary Income/Expense			
Income			
4002 · Membership - Dues	19,950.87	19,179.00	18,500.00
4003 · Entry Fees	18,200.00	18,100.00	20,416.70
4004 · Donations	17,145.38	35,412.10	15,335.00
4004.10 · Fundraising Events	12,949.59	9,498.30	3,400.00
4005 · Exhibition Rental	5,550.00	260.00	5,400.00
4005.5 · Facility Rental	2,675.00	3,600.00	4,000.00
4006 · Misc Sales	3,640.40	40.00	
4007 · Education	26,330.00	27,772.05	29,170.00
4009 · Commissions - Sales of Artwork	22,426.40	23,747.74	25,170.00
4011 · In Kind Donations	20,099.00	19,009.00	26,250.00
4100 · Grants	7,000.00	6,000.00	8,000.00
4200 · Interest & Dividends	10,530.06	11,739.39	18,750.00
Total Income	<u>166,496.70</u>	<u>174,357.58</u>	<u>174,391.70</u>
Expense			
5000 · Education -Class Expense	8,850.89	7,977.44	10,100.00
5300 · Utilities	8,383.47	6,791.73	8,465.00
5401 · Maintenance-Cleaning	3,831.94	3,372.66	3,210.00
5402 · Maintenance	5,085.45	2,707.03	3,500.00
5404 · Grounds	3,003.49	6,863.16	5,750.00
5451 · Office	2,569.67	2,200.91	3,645.00
5453 · Miscellaneous	190.00	0.00	300.00
5461 · Fund Raising	0.00	1,109.22	
5650 · Insurance	5,742.75	5,850.00	5,835.00
5701 · Exhibits	10,426.67	7,694.85	9,683.35
5725 · Postage & Shipping	820.87	602.00	875.00
5751 · Printing	1,017.94	0.00	585.00
5801 · Publicity/Advertising	3,759.50	3,477.09	4,670.00
5802 · In Kind Expenses	20,099.00	19,009.00	26,250.00
5850 · Capital Expenses	9,960.55	3,421.27	9,335.00
5901 · Bank & Credit Card Fees	3,101.02	3,381.45	4,085.00
5902 · Interest	0.00	30.15	
6500 · Payroll	84,013.77	75,505.10	
6561 · Gallery use expense	341.09	437.47	235.00
6750 · Taxes - Other	0.00	75.00	1,460.00
8300 · Promotion and Travel	615.13	521.08	440.00
Total Expense	<u>171,813.20</u>	<u>151,026.61</u>	<u>98,423.35</u>
Net Ordinary Income	<u>-5,316.50</u>	<u>23,330.97</u>	<u>75,968.35</u>
Other Income/Expense			
Other Income			
4004.6 · Grants - Capital Campaign	11,000.00	10,000.00	10,000.00
4010.3 · Capital Campaign Donations	62,204.33	17,691.80	50,000.00
Total Other Income	<u>73,204.33</u>	<u>27,691.80</u>	<u>60,000.00</u>
Other Expense			
6702 · Capital Campaign Exp	254,020.50	3,986.52	270,500.00
Total Other Expense	<u>254,020.50</u>	<u>3,986.52</u>	<u>270,500.00</u>
Net Other Income *	<u>-180,816.17</u>	<u>23,705.28</u>	<u>-210,500.00</u>
Net Income	<u><u>-186,132.67</u></u>	<u><u>47,036.25</u></u>	<u><u>-134,531.65</u></u>

Note: "Other Expenses" draws from "Other income" that has accumulated for a number of years. This report only shows "other income" from this year.

**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	\$9,550	\$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	\$10,040	\$139,372
2018	\$12,840	\$1,250	\$6,900	\$2,893	\$15,920	\$7,344	\$18,021	\$20,316					

**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	19	236
2018	15	2	18	5	24	12	37	27					

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	\$139,372	\$139,372
2018	\$12,840	\$14,090	\$20,990	\$23,883	\$39,803	\$47,147	\$65,168	\$85,484					

Major Exhibitions - Gross Sales By Exhibition													
Year	Contemp				Summer				Deck the Walls				
	Associate Artist	Wonders of Winter	Contemp orary Look	Four Acts	EA Show	LOL Jr. Women	Marine Art	Anything Goes	Paint & Sculpt	Pastel Society	NE Landscape	EA Room	Art Market
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		\$5,195	\$12,910		\$2,100	\$7,155		\$10,108	\$17,133	\$10,629
2014	\$3,810	\$5,850	\$135		\$9,575	\$5,485	\$21,685	\$3,810	\$6,295	\$1,300	\$7,370	\$12,250	\$9,588
2015	\$4,925	\$850	\$350	\$2,535	\$3,810		\$21,719	\$4,192	\$6,838	\$1,550	\$14,165	\$15,932	\$6,175
2016	\$7,285	\$650		\$7,620	\$25,960		\$22,612	\$3,170		\$3,700	\$23,370	\$21,750	\$10,507
2017	\$12,650		\$2,045	\$8,619	\$10,370		\$17,432	\$2,615			\$27,545	\$23,350	\$15,013
2018	\$12,540			\$4,700	\$15,968		\$25,620	\$2,100	\$4,900				\$14,083

Major Exhibitions - Total Pieces Sold By Exhibition													
Year	Contemp				Summer				Deck the Walls				
	Associate Artist	Wonders of Winter	Contemp orary Look	Four Acts	EA Show	LOL Jr. Women	Marine Art	Anything Goes	Paint & Sculpt	Pastel Society	NE Landscape	EA Room	Art Market
2011	12		0		5			9	8		8	22	
2012	10		1		11		10	8	15	2	21	18	
2013	10		0		8	27		10	11		10	27	
2014	9	10	1		4	10	28	15	10	2	15	19	14
2015	7	5	1	8	7		23	16	9	2	14	14	25
2016	12	1		19	11		22	14	7	5	17	27	12
2017	19		3	14	7		33	12	7		27	37	11
2018	13			12	22		29	13			27	33	5

Building and Grounds Report – August 2018

- The fire and burglar alarm systems were serviced and are in proper working order. Servicing these critical systems will remain an annual event, or as more frequently required.
- The new mailbox and cedar post was installed, along with a new mat for the front entrance.
- Additional exterior lighting in the parking lot near the entrance was completed as was the new pathway lighting.
- Additional crushed stone will be added to increase the width around the perimeter of the building, which now meets the requirement of the original scope of work.
- The gardens around the front walkway and entrance were weeded, trimmed and mulched and look very good. The new lawn has struggled a bit with the extreme heat but continues to fill in and should improve with cooler weather.
- The hardware for the lower level entrance door has been installed with minor adjustments still required – a missing part has been ordered.
- The electrician started work on our list. We are ordering additional lighting for each of the main level galleries and the interior entrance area. We expect to complete over the near term.
- Gary has worked with our signage company and is in the process of ordering a double-sided “gallery parking” sign to replace the existing sign. The location will not change but we will slightly reposition to improve sight lines for drivers in both directions.
- A new handicapped parking sign and post will be ordered. Like the gallery parking sign, it will be a significant upgrade and further add to curb appeal.
- We continue to discuss the best and most economic way to hide the cement blocks on the north side of the building. We are looking into fencing with ipe to match that used below the Goodman gallery.
- We are waiting for a quote for painting and minor repairs around the front entrance. This is the last major item to complete the exterior renovation.

A DOT representative visited LAA to require removal of the three stones recently placed on the south side of the entrance (to keep vehicles from knocking off the top cover plate of the state-owned utility box). The representative said DOT would make the permanent fix to keep the cover on the box.

One of the July storms dropped a large tree on Halls Road. The tree fell on our property. The state will remove once confirmed the tree was on state property.

We have since contacted DOT for a status report – hopefully they’ll get back to use with details soon.

Hi Gary,

There's the list of folks I send press releases to, and then there's the whole enchilada which includes posting events online. Sending releases really represents only a portion of how the LAA news gets out there. Below is pretty much the entire "hit list," although not everything goes to every outlet. That is, I do it more on a case by case basis so that outlets are not overloaded with news which wouldn't really pertain. If it were only as simple as whipping up a release and hitting "send" to a set list!

If you need me to break this up into posting exhibitions, classes, events, etc. and sending releases, or if anyone has any questions, please give a shout.

Thanks!

Sue

AAA's Journeys Magazine	Middletown Press
American Fine Art Magazine	Middletown Press
Antiques & Fine Arts	New England Home mag
Art New England	New Haven Independent
Artfix Daily	New Haven Register
Arts Council of Greater New Haven	New York Times
Artscope Magazine	Norwich Bulletin
Chamber of Commerce Eastern Connecticut	Old Lyme Library
Coastal Connecticut Magazine	Old Saybrook Chamber of Commerce
Connecticut Cottages & Gardens	Patch
Connecticut Magazine	Post Road Review
Connecticut Tourism website	Powtuckettimes
Country & Abroad	Providence Journal
CTNow	Seasons Magazine
CT Tourism (CTVisit)	Shore Publishing
Daily Nutmeg	Shoreline Arts Alliance
Eastern CT Chamber of Commerce	Shoreline Times
Elan	The Art Guide
Events	The Bee
Guilford Art Center	The Day
Guilford Art League	The E List
Guilford Atticus	The Resident
Hartford Courant	The Source
ICRV Radio	Valley News Now
Ink Publishing	Venu magazine
Lyme & OL Neighbors	Westerly Sun
Lyme-Old Lyme Chamber of Commerce	Whofish
Lymeline	WLIS/WMRD
Madison Art Society	WTNH Calendar
Madison Chamber of Commerce	Valley Shore Community Television
Maine Antique Digest	Zip06