



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

Agenda
BOARD OF DIRECTORS MEETING
December 18, 2019 4:00 pm

Call to Order	Emily Reynolds
November Meeting Minutes Review and Approval	Emily Reynolds
Treasurer's Report	John Beatty
Gallery Report	Jocelyn Zallinger
Development:	
Grants	Elsbeth Dowd
Annual Appeal	Elsbeth Dowd
Building and Grounds Report	Paul Sellier
Education and Activities Committee Report	Laurie Pavlos
Report of Nominating Committee	Katherine Simmons
Other Business	
Adjournment of Meeting	

Next meeting, January 15, 2020, 4:00 pm.



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BOARD OF DIRECTORS MEETING

December 18, 2019

Board Member Present: Gayle Asher, Del-Bourree Bach, Serena Bates, Jay Berryman, David Moore, Emily Reynolds, Kim Sapia, Paul Sellier, Kathy Simmons, Carrie Walters, **Board Members Absent:** Harley Bartlett, John Beatty, List DeFilippo, Lee Ruck, Beverly Schirmeier, Sarah Stifler Lucas, Joan Wallace

Staff Present: Laurie Pavlos, Jocelyn Zallinger, Elsbeth Dowd, Ann Chan

Call to Order: Emily Reynolds called the meeting to order at 4:03 pm.

Minutes Review and Approval: David moved to approve the November board meeting minutes, Carrie seconded. There was no discussion and all voted in favor.

Treasurer's Report: Laurie reported for John that finances are in very good shape. 2019 will come in well under budget. Art sales have improved after a slow period. We received more grants than budgeted and we hope that this trend will continue. After the end of the year there will be a surplus and we will determine how much to move into endowment. One upcoming unplanned expense will be buying out the lease on our copier. This will cost more than one year of leasing but less than two years of leasing and it has a lot of life left in it.

Board Nominations: Kathy said that she and Laurie had just met with Maura Cochran as a possible new board member. She just recently moved to Essex and has a strong nonprofit background, having served the last 18 years on the board of the YMCA. She organized and ran the Plein Air group this past summer, which was well received. Kathy has asked for her resume to present to the board at the next meeting.

Gallery Report: Jocelyn reported that we have bounced back from our sluggish sales. We have had 40 sales in December already. The rest of the report is in the packet.

Development: Elsbeth stated that we are in a waiting mode hearing back on grants. She is confident we will get something from the Town of Old Lyme again. She reminded board members to make their annual fund donation if they have not yet made one and thanked all who have already donated.

Building and Grounds: Paul mentioned some of the items his committee would like to budget for 2020. He wants to paint the stairs in the north stairwell, the gallery floors, possibly the downstairs patio. Lots of things got done this year, all under budget. See his report for more details. Carrie brought up a discussion of what is happening during the first full week in January the gallery is closed. This opened discussion to various possibilities. Carrie volunteered to bring the front desk back to life. Kathy will work on organizing tasks and David volunteered to help where needed.



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Education and Activities: Laurie reported there is no major news here. She did want the board to understand what we are trying to do for 2021. It is the anniversary of building this building. We need to bring attention to the media and the town of our history. It will require scheduling and planning for lectures, exhibits, possibly a celebration on the day the gallery opened. This really needs a task force to make this a success.

Other Business: Laurie discussed mail and phone calls we are receiving. It seems some scammer is using Lyme Art Association as a return address on priority envelopes. The envelopes contain fake checks for thousands of dollars, and they are being mailed out to people in various parts of the country by an unknown scammer. We are not at risk of losing money, but our name is being used, and people are calling us to try to understand the checks that are being mailed to them. Laurie asked what we can do about this situation. Emily volunteered to call an officer and an FBI agent she knows tonight and see what they suggest.

Adjournment of Meeting: Emily said she would not be at the next meeting on January 15. Del made a motion to adjourn at 4:43. David seconded. All voted in Favor.

The next meeting is Wednesday January 15, 2020 at 4 pm.

Lyme Art Association
Profit Loss Budget Performance
 January through November 2019

	<u>Jan - Nov 18</u>	<u>Jan - Nov 19</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense				
Income				
4002 · Membership - Dues	32,383.37	35,590.00	34,200.00	40,000.00
4003 · Entry Fees	34,555.00	33,370.00	35,000.00	35,000.00
4004 · Donations	26,060.38	43,871.68	43,658.00	52,000.00
4004.10 · Fundraising Events	46,378.01	48,230.56	46,000.00	46,000.00
4005 · Exhibition Rental	5,550.00	7,100.00	7,000.00	7,000.00
4005.5 · Facility Rental	4,550.00	8,943.00	5,000.00	5,000.00
4006 · Misc Sales	3,977.09	991.20	0.00	0.00
4007 · Education	40,717.50	68,307.50	55,000.00	55,000.00
4009 · Commissions - Sales of Artwork	54,482.66	40,152.15	53,000.00	59,000.00
4011 · In Kind Donations	44,805.00	7,819.74	10,000.00	10,000.00
4100 · Grants	7,000.00	9,605.00	9,000.00	9,000.00
4200 · Interest & Dividends	19,658.54	19,253.74	19,250.00	21,000.00
Total Income	<u>320,117.55</u>	<u>323,234.57</u>	<u>317,108.00</u>	<u>339,000.00</u>
Expense				
5000 · Education -Class Expense	15,571.29	31,361.62	24,917.00	25,000.00
5300 · Utilities	14,260.39	16,576.99	17,050.00	18,600.00
5401 · Maintenance-Cleaning	6,151.88	4,379.55	5,959.00	6,500.00
5402 · Maintenance	6,184.98	8,098.37	5,500.00	6,000.00
5404 · Grounds	7,279.51	14,837.25	18,000.00	18,600.00
5451 · Office	4,514.37	7,300.38	5,325.00	5,700.00
5453 · Miscellaneous	436.58	983.79	458.00	500.00
5461 · Fund Raising	325.00	769.66	1,200.00	1,200.00
5650 · Insurance	7,931.75	13,118.47	14,000.00	14,000.00
5701-3 · Gallery Rental Costs	0.00	56.71		
5701 · Exhibits	16,556.94	16,080.53	17,000.00	17,000.00
5725 · Postage & Shipping	1,411.00	1,950.09	1,558.00	1,700.00
5751 · Printing	1,415.44	0.00	1,375.00	1,500.00
5801 · Publicity/Advertising	5,477.29	7,025.96	11,000.00	12,000.00
5802 · In Kind Expenses	44,805.00	7,819.74	10,000.00	10,000.00
5850 · Capital Expenses	12,219.87	20,259.23	20,000.00	20,000.00
5901 · Bank & Credit Card Fees	8,344.41	10,253.30	8,250.00	9,000.00
5902 · Interest	0.00	-0.56	0.00	0.00
6500 · Payroll	141,840.05	145,682.79	151,250.00	165,000.00
6561 · Gallery use expense	341.09	229.41	370.00	400.00
7500 · Other personnel expenses	0.00	100.00		0.00
8300 · Promotion and Travel	800.13	704.27	2,292.00	2,500.00
8401 · Training	365.00	400.90	750.00	750.00
Total Expense	<u>296,231.97</u>	<u>307,988.45</u>	<u>316,254.00</u>	<u>335,950.00</u>
Net Ordinary Income	<u>23,885.58</u>	<u>15,246.12</u>	<u>854.00</u>	<u>3,050.00</u>

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	\$2,500	\$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	\$5,625	\$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	\$10,040	\$139,372
2018	\$12,840	\$1,250	\$6,900	\$2,893	\$15,920	\$7,344	\$18,021	\$31,481	\$22,030	\$12,340	\$14,777	\$11,793	\$157,588
2019	\$8,080	\$10,468	\$9,017	\$10,175	\$13,801	\$11,547	\$24,352	\$5,961	\$6,193	\$18,082	\$4,470		

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	38	7	14	26	25	223
2019	14	18	16	13	22	19	18	12	11	21	8	40	212

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	\$80,298	\$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	\$96,649	\$118,679	\$131,019	\$145,796	\$157,588	\$157,588
2019	\$8,080	\$18,548	\$27,564	\$37,739	\$51,540	\$63,086	\$87,438	\$93,399	\$105,785	\$119,543.89	\$122,143.00	\$141,101	

Major Exhibitions - Gross Sales By Exhibition													
Year	Contemp orary Look				LOL Jr. Women				Summer				Art Market
	Associate Artist	Wonders of Winter	Four Acts	EA Show	Marine Art	Anything Goes	Paint & Sculpt	Pastel Society	NE Landscape	Deck the Walls	EA Room		
2010	\$5,370		\$500	\$12,145	\$10,965	\$2,015	\$2,840	\$2,450	\$36,390	\$9,685	\$8,932		
2011	\$5,895	\$0	\$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		\$2,100	\$7,155		\$10,108	\$17,133	\$10,629		
2014	\$3,810	\$5,850	\$135	\$9,575	\$12,910	\$3,810	\$6,295	\$1,300	\$7,370	\$12,250	\$9,588	\$5,700	
2015	\$4,925	\$850	\$350	\$3,810	\$5,485	\$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	\$10,370	\$17,432	\$2,615			\$27,545	\$23,350	\$15,013	\$3,463	
2018	\$12,540			\$15,968	\$25,620	\$2,100	\$16,735		\$19,849	\$15,752	\$20,667	\$1,900	
2019	\$12,962			\$7,350	\$22,289		\$9,125		\$20,877	\$9,010	\$26,510	\$5,637	

Major Exhibitions - Total Pieces Sold By Exhibition													
Year	Contemp orary Look				LOL Jr. Women				Summer				Art Market
	Associate Artist	Wonders of Winter	Four Acts	EA Show	Marine Art	Anything Goes	Paint & Sculpt	Pastel Society	NE Landscape	Deck the Walls	EA Room		
2011	12		0	5		9	8		8	34	22		
2012	10		1	11	10	8	15	2	21	28	18		
2013	10		0	8		10	11		10	29	27		
2014	9	10	1	4	28	15	10	2	15	30	19	14	
2015	7	5	1	7	23	16	9	2	14	33	14	25	
2016	12	1		11	22	14	17	5	17	33	27	12	
2017	19		3	7	33	12	27		27	46	37	11	
2018	13			22	29	13	18		17	39	49	6	
2019	18			5	12	11	11		21	26	70	15	

Lyme Art Association Fundraising Report for Board of Directors
December 18, 2019
Submitted by Elsbeth Dowd, Development Manager

Grant Proposals

- **Pending: Connecticut Humanities Capacity Building Grant.** Requested \$8,194 for strategic planning. Award notification first week of February.
- **Pending: Bodenwein Public Benevolent Foundation.** Requested \$1,000 for our lecture series. Award notification February-March.
- **Pending:** Town of Old Lyme. Submitted yearly request for operating support and capital support in November.
- **Pending: Connecticut Office of the Arts, Arts Endowment Fund.** Requested general operating support (award amount determined by a formula). Award notification mid-late February.

Sponsorships

- Thank you to **Family Hearth and Patio**, supporting sponsor for Deck the Walls
- A big thank you to **Liberty Bank**, presenting sponsor for Fresh Expressions

Annual Fund 2019-2020

- To date we have received **\$14,647** from the annual appeal. This compares favorably to this time last year, when we had received \$12,260.

Goals, challenges, and opportunities for 2020:

- Biggest goals:
 - Build a fully functional development committee
 - Write (and implement) an annual fundraising plan
- Biggest challenge:
 - Planning the best way to capitalize on our 2021 building anniversary
- Biggest opportunities - there are some major grants to consider when we have the results of Point One's feasibility plan for energy upgrades:
 - Connecticut Health and Educational Facilities Authority capital project grant for \$5,000-75,000
 - State Historic Preservation Office Historic Restoration Fund grant for \$5,000-100,000 (requires a 1:1 match and 10 year preservation easement)
 - Connecticut Neighborhood Assistance Act Tax Credit Program (businesses can receive a credit of 100% for contributions to a nonprofit energy conservation project; we are limited to receiving \$150,000 in contributions in the aggregate)
- **What I need most from the board:**
 - 100% board response to the annual appeal
 - Please champion the organization at all your holiday parties ☺

*Thank you to all our donors and volunteers!
A big thanks to everyone who has responded to the annual appeal!*

Building and Grounds Report – December 2019

The water filtration system was replaced earlier this month. Subsequent testing shows all of the iron content is being removed by the system. Monthly and annual maintenance requirements will be minimal. The total cost was slightly less than \$8,000, and below the original estimate.

Plumbing fixtures in the main gallery level ladies' room were replaced. Fixtures in the men's room were replaced earlier this year.

We are in the process of completing the Building & Grounds budget for 2020. We will be able to discuss in greater detail at the next meeting.

Respectfully submitted, Building & Grounds Committee