



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

## BOARD OF DIRECTORS MEETING

March 25, 2020

Held as a videoconference.

**Board Members Present:** Gayle Asher, Harley Bartlett, Sarah Lucas, David Moore, Beverly Schirmeier, Emily Reynolds, Joan Wallace, Carrie Walters, Del-Bourree Bach, Maura Cochran, Carrie Walters, Paul Sellier, Kim Sapia, and Kathy Simmons

**Members Absent:** Lisa DeFilippo, Lee Ruck, Serena Bates, Joan Wallace, John Beatty and Jay Berryman

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

**Call to Order:** After making sure that attendees had worked out their technical issues as much as possible, Emily Reynolds called the meeting to order at 4:12 pm.

**Minutes Review and Approval:** Sarah made a motion to accept the February 2020 minutes. Del seconded, all in favor, motion carried.

**Executive Director's Report:** Laurie stated that it is unknown when the Association will be returning to normal operations after closing to the public on March 14th. She decided to lay off Sara Nebel so she could file for unemployment as soon as possible. The remaining staff can work online from home. Our main effort has been to communicate regarding all the postponements and cancellations and now it is to stay in touch with our constituents online and to present our exhibitions online and through social media. Kathy asked how online sales works. Most buyers prefer to see the painting in person. This will likely continue to be the case, but we will offer to provide additional photographs of frame and work if someone is interested. Maura asked if we planned on having the same number of shows, or shorter runs. At this point, we plan to have the same number of shows but to move them around a bit. Maura has been working on the plein air meetings and will talk about her planning thus far in the activities report.

**Treasurer's Report:** Laurie shared the year-to-date Treasurer's report. Our income from donations and a terrific month of art sales in February has put us in a good position to begin weathering the closure. Likewise, all our expenses for the first two months came in under budget.

There was a review of the financial impact of the closure and/or reduced operations for the next 3 months. Workshops may or may not happen. Membership should stay pretty steady. Entry fees will be low. There will be no Spring Challenge at this time. Not expecting any online artwork sales but we hope to be surprised. We have received \$850 from Guilford Savings Bank, for the Golf party, that may have to get re-designated (with their permission) to sponsor something else if the Golf party cannot happen.

**Gallery Report:** Jocelyn reported that we did not have our opening for Yin & Yang. A few pieces were sold from the Elected Artist gallery and one piece from Yin & Yang before we closed. The Elected Artist show is getting moved into the late summer slot. The online show was discussed at APEC, and it was



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determined that we should try the *Birds & Bees* show as an all-online show. As far as general responses to our closure from artists, most have been very understanding.

**Development:** Elsbeth reported that every non-profit is finding itself with similar challenges during this uncertain time. We had a good annual appeal. We will have to check to see if any of our grants will be affected by our closure. Palate to Palette will very likely not take place this year. Restaurants will be in no position to donate food, and most sponsors will have less to donate as well.

Elsbeth is still doing regular online postings on Facebook and Instagram. It is not advisable to do more than one Facebook or Instagram post per day but sharing her posts is very helpful. The online store for Yin & Yang is up and running, still missing a few photos that are of paintings under glass.

**Building and Grounds:** Harley stated there is nothing more to add to the B&G report that was sent out prior to the meeting. The guardrail where a car backed down the embankment by the stream has now been extended. No other planned projects will be undertaken this year due to the tightened budget.

**Education and Activities:** Laurie started off by saying some deposits for workshops have been given back. The weekly instructors and students are all anxious to start up again. Laurie asked if there is anyone who might want to do a demo or lecture video to put up on the website.

Maura stated that she and Jocelyn have come up with a list of 20 sites for plein air sessions. This might be a program that could go forward regardless of the public health situation, keeping social distancing intact. A poll revealed that 8 weeks is a good amount of time for this activity. Maybe do May and June and pick it back up again in Sept. Jocelyn will put together and send out a site sheet.

**Strategic Task Force:** Emily said that the brakes have been put on at this point. It may be a good time to do surveys, but it is a very touchy time. We will consider putting out the community survey in a few weeks.

**Nominating Committee:** Kathy said she has been talking to Michael Centrella and he has accepted her invitation to be on the board. Michael has a blog, "ashcanheart.com" that you can check out. Michael is experienced in grant administration and grant writing and has been on other boards. Kathy will send his resume out before the next meeting. She recommends we appoint Michael to the board and have him stand for election at the annual meeting, provided that takes place as scheduled. She reminded all that we need board members and especially someone to help find a experienced treasurer. John will stay on to help, but his time on the board is coming to a close soon.

**Other Business:** No other business.

**Adjournment of Meeting:** Emily asked for a motion to adjourn. Sarah made a motion for adjournment. Beverly seconded. All in favor. Motion passed. Meeting adjourned.



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## Executive Director's Report for Board of Directors Meeting March 25, 2020

The Gallery has now been closed and classes have been suspended for a week and a half. During this time, a number of the staff have been very busy - communicating about the disruption and re-tooling our approach so that we can continue to bring art into people's lives and promoting our artists. I've summarized below a number of impacted business areas and proposed ways to move forward.

### Personnel

Ann will be coming in on Mondays to open mail, make deposits, and pay bills. She will record donations and prepare acknowledgement letters. Laurie will come in later in the week to sign checks and send out bills, do payroll to mail out, and access files that may be required by any of the staff to continue remote work. Since the governor's "Stay Safe, Stay Home" executive order stated that nonessential businesses reduce their onsite personnel by 100%, I submitted a request for clarification about these tasks.

Some staff will continue to work from home, with fewer hours, in efforts described below.

If staff were to become ill or quarantined, we are now required to pay for two weeks of sick time. We would apply for reimbursement for this through payroll tax credit after the fact.

### Artists

**Exhibitions - Impacts:** Current show was only up for a week before closing. We will be re-tooling the online exhibition platform to be a more effective in promoting online sales.

In-person receiving for the upcoming show will have to be canceled. We propose that the Elected Artist portion of the upcoming show be an online-only show, with receiving, jurying, and "exhibition" all done online. There would be no entry fee. We are working to give artists as much exposure as possible on social media, email, and website, and this will continue. Taking in new images for a new show will give us a new set of images to use for promotion and keep viewers interested.

**Classes - Impacts.** We are looking ahead about two weeks at a time, and canceling/postponing as we go along. We contacted the early April workshop and nearly half left their full payment with us, electing to wait until the class is rescheduled.

Staff discussed how/whether we can promote our instructors and other elected artists who may have some on-line instructional videos that are either pay-to-view or part of a “donation suggested” Patreon page. We decided that the most even-handed way to do this would be to link to their videos or Patreon page from their Elected Artist page that is currently on our site.

Members - Good communications with our existing members will be key to retention and is where we should put our energy. Messaging in general to our membership and the broader community will be crafted to do what we can to keep spirits up, entertain, educate. This is an opportunity to apply the benefit of art to an acute need for distraction, peace, and entertainment.

## Fundraising

**Impacts:** We are holding off on the **Spring Challenge** projects this year - nothing was essential. Exhibition Sponsorships have been hard to get, and will be much harder now. **Golf Party** has low likelihood of proceeding as planned. **Palette to Plate** will get hit hard. Most restaurants will be in no position to donate, and sponsors will be difficult to get.

### Proposals:

- Send a mailing in place of our usual Spring Challenge, explaining how we are responding to the situation and how we are working to bring art and perhaps art education into people’s lives “remotely.” We want to present as responsible, nimble, and worthy of support. We can include a general annual fund remittance envelope with a carefully worded appeal - just an opportunity to support in this difficult time. We may have to do this communication entirely online.
- No Palette to Plate this year due to likely lack of restaurants/sponsors. Replace with a **gallery re-opening fundraiser** some time in the summer. There is a fairly good chance, however, that even if the extreme closure measures are lifted, social distancing will be a way of life until a vaccine is approved, and no large gatherings will be possible.

### Other responses:

- Spread out current exhibition sponsorship over two exhibitions to provide more benefit to SKY. Then work with other sponsors to remain flexible with which exhibit they will sponsor and think of ways to acknowledge them as much as possible.
- Contact grantors to determine how we need to re-write planned programming for grants received (primarily Bodenwein grant for lectures). Re-work grant narratives to incorporate our plans for sustainable operations.

## Building and Grounds

We have suspended cleaning services, and will defer capital projects and purchases and most expenses here other than routine lawn care. We proceeded with the guardrail by the gully since it was a safety issue.

## Community Impact

We will be working behind the scenes to create content for online engagement of the community. Some might be linking to other content already on the web, and we will work to find out which of our member artists might be able to either create video content themselves or might be willing to come in and we can do this here. The Flo Gris has more resources than we do to create content - I will get permission to link to this content as well. After a week or so, when people get a little more settled in, we can send out our strategic planning surveys. Hopefully we'll have a good response rate with people having more time on their hands. We have thought of creating a banner pointing people to our online presence but that may not be possible since non-essential businesses are closed.

AQAAP/By/AS

	<b>Jan - Feb 19</b>	<b>Jan - Feb 20</b>	<b>Budget</b>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4002 · Membership - Dues	3,285.00	2,560.00	3,500.00
4003 · Entry Fees	3,435.00	3,446.00	3,500.00
4004 · Donations	7,704.00	12,125.00	8,600.00
4004.10 · Fundraising Events	500.00	2,200.00	500.00
4005 · Exhibition Rental	3,400.00	0.00	2,700.00
4005.5 · Facility Rental	875.00	1,791.00	1,000.00
4006 · Misc Sales	158.81	90.51	100.00
4007 · Education	10,625.00	11,923.67	9,555.00
4009 · Commissions - Sales of Artwork	6,083.86	13,159.81	6,500.00
4100 · Grants	4,000.00	4,000.00	4,000.00
4200 · Interest & Dividends	3,500.00	3,501.04	3,500.00
<b>Total Income</b>	<b>43,566.67</b>	<b>54,797.03</b>	<b>43,455.00</b>
<b>Gross Profit</b>	<b>43,566.67</b>	<b>54,797.03</b>	<b>43,455.00</b>
<b>Expense</b>			
5200 · Professional Services		1,637.50	2,000.00
5300 · Utilities	2,856.88	1,901.48	2,900.00
5401 · Maintenance-Cleaning	460.24	1,694.54	890.00
5402 · Maintenance	4,657.99	1,444.92	2,500.00
5404 · Grounds	5,827.53	250.00	2,000.00
5451 · Office	1,296.74	1,995.47	2,260.00
5453 · Miscellaneous	61.07	148.47	200.00
5650 · Insurance	6,119.32	6,172.74	6,200.00
5701 · Exhibits	3,403.22	2,272.61	3,400.00
5725 · Postage & Shipping	450.00	0.00	450.00
5801 · Publicity/Advertising	1,012.35	1,736.03	2,500.00
5850 · Capital Expenses	2,900.00	0.00	2,000.00
5901 · Bank & Credit Card Fees	1,996.59	2,067.16	2,080.00
6500 · Payroll	27,512.30	29,345.78	27,870.00
7500 · Other personnel expenses	100.00	0.00	0.00
8300 · Promotion and Travel	455.00	388.52	400.00
8401 · Training	90.00	0.00	150.00
<b>Total Expense</b>	<b>59,199.23</b>	<b>51,055.22</b>	<b>57,800.00</b>
<b>Net Ordinary Income</b>	<b>-15,632.56</b>	<b>3,741.81</b>	<b>-14,345.00</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	\$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	\$5,065	\$29,498	\$152,237
2020	\$29,361.00	\$4,865.00	\$750.00										

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	26	8	55	212
2020	34	6	2										

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		\$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	\$119,543.00	\$122,738.89	\$152,237	\$152,237
2020	\$29,361	\$34,226	\$34,976										

## Building and Grounds Report – March 2020

A few normal maintenance items are in the process of repair – nothing significant or costly.

We are developing a list of items for the Spring Challenge and will finalize by next week.

We are planning our first meeting with representatives from the State Historic Preservation Office (SHPO) and Point One Architects since the award of our planning grant from SHPO. This relates to planning the next phase of our renovation projects under the master renovation plan. Substantially all the planned projects in this phase relate to energy conservation and efficiency.

The mild winter has been relatively easy on our grounds and parking lot. We will add stone as required and regrade the parking lot as soon as practical. We're all ready for spring!

Respectfully submitted, Building & Grounds Committee