



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

Agenda
BOARD OF DIRECTORS MEETING
July 15, 2020, 4:00 pm, by videoconference

Call to Order	Emily Reynolds
June Meeting Minutes Review and Approval	Emily Reynolds
Treasurer's Report	John Beatty
Gallery Report	Jocelyn Zallinger
APEC Report Elected Artist Process for 2020	Jocelyn Zallinger
Development: Annual Fund Grants Palate to Palette	Elsbeth Dowd
Building and Grounds Report	Paul Sellier
Education and Activities Committee Report	Laurie Pavlos
Strategic Plan	Maura Cochran
Report of Nominating	Kathy Simmons
Other Business	

Adjournment of Meeting

Next meeting, August 19, 2020, 4:00 pm.



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BOARD OF DIRECTORS MEETING

July 15, 2020 By Videoconference

Board Members Present: Del-Bourree Bach, Gayle Asher, Harley Bartlett, John Beatty, Sarah Lucas, David Moore, Beverly Schirmeier, Michael Centrella, Paul Sellier, Maura Cochran, Joan Wallace, Emily Reynolds, Serena Bates, Carrie Walters, Lisa DeFilippo, Kim Sapia, and Kathy Simmons.

Members Absent: Lee Ruck, Jay Berryman.

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

Call to Order: Harley called the meeting to order at 4:01 pm.

Minutes Review and Approval: No changes were made to draft minutes. David made a motion to accept the minutes, Carrie seconded, all in favor. June 2020 minutes approved.

Treasurer's Report: Paul went over John's report which was sent to all pre-meeting. Most of our savings has been due to reduced payroll and non-essential maintenance projects. Our total expenses so far are approximately \$112,000 which is about 35% below budgeted amount. We need to look for creative ways for fundraising in the last 6 months of the year. From here Paul jumped to the Investment report:

Investment Report:

Our investments have an aggregate value of \$825,000. The portfolio is appropriately positioned.

The investment committee will be meeting with Sky Investment Group in the near future. Harley asked for a motion to accept the report. Mike made a motion to accept and David seconded. All in favor. At this point, Emily joined the meeting and began presiding.

Gallery Report: Jocelyn reported that we successfully reopened on June 26th with *Wind, Waves and Water* and the *Hudson Valley Art Association Juried Show*. Since opening we have sold 15 pieces for a total of \$11,665. Seven pieces were from the Elected Artist gallery. The next show will run from August 21st through October 1st. Again, all submissions will be online with jurying done online but awards will be judged in person. The visitors have been steady and compliant with our COVID gallery precautions.

APEC Report: Jocelyn said that the committee had worked via email to determine this year's Elected Artist selection and voting process. She read responses from two different people on the committee showing that committee members' feelings were split on this discussion: some willing to accommodate an all-online process during the pandemic and some not willing to make this accommodation. Since the Elected Artist process must be clarified soon (the application deadline is August 31) Jocelyn asked that the Board help resolve this issue so that the process can move forward. Jocelyn and Laurie took into account the input from the committee and believe that the following plan is the best approach: Candidates will submit photos of their work as well as their original work. The screening committee will view the portfolios in person, though singly, not in a group, to do the screening. Work from the candidates who get through screening will be hung in the downstairs gallery. The full group of Elected Artists will then have the option to either view and vote online or in person. If at any time our state's COVID numbers start to surge, we will be able to change course and rely on online review and voting only. After much back and forth regarding how to get high quality photos of artwork submitted, it was decided to ask for a motion to accept the plan proposed by Jocelyn. David made a motion to accept the special 2020 Elected Artist selection plan as proposed by Jocelyn. Serena seconded, all were in favor, and the motion was accepted.

Development: Elsbeth reported that fundraising has been steady. Last year at this time our (2018-19) **Annual Fund** had raised almost \$47,000 and this year (2019-20) we have raised almost \$40,000. Our Annual Appeal response was better than last year. Our spring appeal letter, sent out a few weeks ago, has so far generated almost \$5,000 and there are many that we still have not heard from. Our fundraising year for the Annual Fund starts on November 1st. Exhibition sponsorships have been Laura Lofstad is Supporting Sponsor for *Wind, Waves and Water* as well as for *Land and Sea* exhibitions. We are waiting to hear back from the Connecticut Supporting Arts grant. **Palate to Palette:** Emily, Laurie and Elsbeth have been discussing the last several weeks, what to do in place of Palate to Palette, perhaps a raffle of some kind. They have some creative ideas that may be able to bring in close to \$10,000, and they will solidify something very soon.

Building and Grounds Paul said that the air conditioning and furnace have been serviced. All three belts in the attic went at the same time and they have all been replaced. He will be applying for the Neighborhood Assistance Tax Credit as we did last year, through the Town of Old Lyme.

Laurie mentioned that a local volunteer organization has noticed our knotweeds and called to see if they could nip the knotweeds. They have been working to remove the knotweeds, which if you get rid of it 9 times in three years, it will not come back.

Education and Activities: Laurie reported that we have had to cancel nearly all the workshops this summer. Karen Israel just held a short weekend workshop outdoors. Hollis has been holding his figure and landscape class and Joann Ballinger is also running her monitored session out under the trees. Laurie is polling our instructors to see how they are feeling about getting back into the studio. Elsbeth clued Laurie into a website that shows the risk levels of COVID by counties throughout the whole country which will prove useful for us to use, if we do open the studio, with limited class sizes of 6-8 people at the most.

Strategic Plan: Maura reported there will be two surveys coming out. One for the approximately 100 Elected Artists and one for the general community of about 3,000. The strategic committee has a list of about 50 people, key contributors, or key players, that they plan to interview, starting early next week. Please fill out the survey when you get it. But the Elected Artists should only fill out the survey for E.A. and not the community survey. The next three weeks will be a lot of work for the committee. Maura reported that the plein air is alive and well, and that it is interesting to see the people that show up for the sessions. On average they have 11-12 people show up. There will be a break in August and if you have any ideas, send them to Maura for starting up again in September.

Nominating Report: Kathy said we are getting to the point where we have to put together the slate for the next year. The nominating process is the one that has been used for the last 10 years, which is that the Executive committee is the nominating committee. She has reached out to the people who are up for reelection and who she hopes will agree. David and Joan have already agreed. And we have Maura and Michael who will be standing for election for the first time. But she is interested if any of you have any recommendations of who we should be talking to for board positions. She would like to get some more people like Paul, and John and Jay. Or someone who has skills with governance in non- profit organizations.

Other Business: Kathy mentioned that when she last met with the executive committee, they discussed the issue of minutes and of having some sort of index for motions that have been passed. Kathy has put some form to that idea and will circulate it and all can review if it is something that we want to adopt as an additional practice to our regular meeting minutes. Emily suggested it was worth looking at.

Adjournment of Meeting: At 5:06 pm Emily asked for a motion to adjourn. Serena made the motion to adjourn and David seconded. All were in favor.

Next meeting August 19, 2020 at 4pm.

Lyme Art Association July 2020 Treasurer's Report

	<u>June 2020</u>	<u>Jan - Jun 20</u>	<u>2020 YTD Budget</u>	<u>Jan - Jun 19</u>
Operating Account				
Income				
4002 · Membership - Dues	5,045	21,634	21,800	21,095
4003 · Entry Fees	3,565	14,276	18,300	17,150
4004 · Donations	5,182	26,750	34,720	32,516
4004.10 · Fundraising Events	0	3,050	17,550	17,579
4005 · Exhibition Rental	0	2,700	5,400	6,800
4005.5 · Facility Rental	(300)	2,383	4,500	5,400
4006 · Misc. Sales	0	91	700	629
4007 · Education	291	8,255	36,440	48,598
4009 · Commissions - Sales of Artwork	3,734	18,670	24,000	21,318
4100 · Grants	4,000	11,844	9,600	9,605
8000 · Payroll Protection Act Grant	0	32,798	0	0
4200 · Interest & Dividends	1,750	10,505	10,500	10,501
Total Income	23,267	152,956	183,510	191,191
Gross Profit	23,267	152,956	183,510	181,191
Expense				
5000 · Education -Class Expense	0	347	7,600	12,895
5200 · Professional Services	0	612	7,000	0
5300 · Utilities	1,299	6,854	8,650	8,867
5401 · Maintenance-Cleaning	250	1,710	2,670	2,240
5402 · Maintenance	1,079	2,887	4,800	6,861
5404 · Grounds	1,231	2,668	8,000	9,929
5451 · Office	140	3,308	3,630	3,750
5453 · Miscellaneous	0	148	600	934
5461 · Fund Raising	0	0	750	770
5660 · Insurance	493	9,642	8,200	8,051
5701 · Exhibits	915	6,275	9,735	8,796
5725 · Postage & Shipping	220	503	750	782
5751 · Printing	0	407	0	0
5801 · Publicity/Advertising	109	3,619	4,500	4,751
5850 · Capital Expenses	0	0	18,500	18,619
5901 · Bank & Credit Card Fees	184	3,690	5,240	5,498
6500 · Payroll	10,897	67,652	83,510	76,539
6561 · Gallery use expense	0	0	230	229
6800a · Scholarships	0	1,500	1,500	0
7500 · Other personnel expenses	0	0	0	100
8300 · Promotion and Travel	0	389	1,200	510
8401 · Training	21	108	450	351
Total Expense	16,838	112,317	177,515	170,481
Net Ordinary Income	6,430	40,639	5,995	20,710

Lyme Art Association July 2020 Treasurer's Report

CAPITAL FUND

GRANTS SHPO (added since budget approval)		0	13,000	0
4004.6 · Grants - Capital Campaign	10,000	10,000	10,000	10,000
4010.3 · Capital Campaign Donations	<u>0</u>	<u>0</u>	<u>6,250</u>	<u>6,187</u>
Capital Fund Total Income	10,000	10,000	29,250	16,187
6702 · Capital Campaign Exp	<u>0</u>	<u>3,938</u>	<u>26,000</u>	<u>0</u>
Capital Fund Total Expenses	<u>0</u>	<u>3,938</u>	<u>26,000</u>	<u>0</u>
CAPITAL FUND NET INCOME	10,000	<u>6,063</u>	<u>16,250</u>	<u>16,187</u>
Net Income Operations and Capital Fun	<u>16,430</u>	<u>46,701</u>	<u>22,245</u>	<u>36,897</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	\$13,388	\$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	\$23,598	\$122,933
2016	\$2,520	\$2,787	\$10,255	\$22,425	\$8,065	\$26,915	\$6,367	\$6,525	\$13,580	\$6,700	\$20,570	\$9,560	\$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	\$3,795.00	\$1,400.00	\$7,965.00	\$3,700.00						

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	26	223
2019	14	18	16	13	22	19	18	12	11	26	8	56	232
2020	34	6	2	3	3	9	6						63

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	FALSE	\$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	\$105,198	\$125,708	\$135,288	\$135,288
2017	\$10,290	\$12,835	\$22,872	\$29,392	\$38,587	\$55,714	\$68,854	\$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	\$65,188	\$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	\$38,771	\$40,171	\$48,136	\$51,836						

Building and Grounds Report – July 2020

June was a quiet month. The three attic fans were serviced and now operating properly. Annual maintenance on air conditioners and furnaces was completed earlier this month. There were no new projects.

We have applied to the Town of Old Lyme to participate in this year's Neighborhood Assistance Act tax credit program. The application must be presented at a public hearing and First Selectman Griswold is working out details to make this happen and to complete the application process with the State before the end of July. This is an ambitious timeline and we are hoping all can be accomplished.

Respectfully submitted, Building & Grounds Committee