



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

Agenda
BOARD OF DIRECTORS MEETING
December 16, 2020, 4:00 pm, by videoconference

Call to Order	Harley Bartlett
November Meeting Minutes Review and Approval	Harley Bartlett
President's Message Studio closure violation	Harley Bartlett
Strategic Plan	Maura Cochran
Treasurer's Report New investment management Preliminary discussion of 2021 budget	Paul Sellier
Gallery Report	Jocelyn Zallinger
Development: Annual Appeal Grants	Elsbeth Dowd
Building and Grounds Report Tasks for gallery maintenance week and studio shutdown Update on Capital Project planning	Paul Sellier
Education and Activities Report	Mary Mellot
Report of Nominating Board appointment	Kathy Simmons
Other Business	

Adjournment of Meeting

Next meeting, January 17, 2021, 4:00 pm.



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BOARD OF DIRECTORS MEETING

December 16, 2020 by videoconference

Board Member Present, Harley Bartlett, Sarah Lucas, David Moore, Jay Berryman, Mary Mellot, Beverly Schirmeier, Paul Sellier, Carrie Walters, Michael Centrella, Joan Wallace, Lisa DeFilippo, Maura Cochran, Serena Bates and Kathy Simmons.

Members Absent: Lee Ruck, Kim Sapia

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

Call to Order: Harley called the meeting to order at 4:00 pm.

Minutes Review and Approval: Harley asked if there were any comments or additions to the minutes. Joan mentioned that for the APEC report it should be noted that in the fifth show of next year's calendar, Hello Yellow, will be in the Goodman gallery and will be open to all members; the show in the other galleries will be the Elected Artists only. David made a motion to approve and Sara seconded. Minutes approved unanimously.

President's Message: Harley discussed the recent studio closure violation. Harley and Laurie composed a letter to address this violation and just wanted board input before sending it out. It was determined that this letter should be given in person to the individual(s) involved in the indiscretion. Kathy wanted it noted that since our minutes are put up on the website, we should not mention the names of the individual(s) in our minutes. Harley will meet with the individual(s) after the holidays, and bring the letter to his meeting. Jay suggested in such situations it is good to have an extra person at these meetings. It was decided that Laurie will join Harley at this meeting.

Strategic Plan: Maura reported that the comments she received from the board on the Strategic Plan were all positive: no changes. She noted that the only thing that would be affected in the by-laws is the refinement of our mission statement, which we will ask members to vote on at the next annual meeting. David made the motion to accept the plan as written, Sara seconded. All were in favor.

Laurie and Maura wanted to discuss the distribution of the Strategic Plan, either to send it out to the Elected Artist members as is, or as a draft for them to comment on. Kathy mentioned that as over 240 people responded to our survey, it might be nice to make sure they have no further comments by sending them an eblast of the plan when it is posted on the website. Maura said we could send out the plan, saying these are the things we are looking to do in the future. The Strategic committee will meet next week and will come up with some wording to accompany the launch of the plan. The second item Maura discussed was prioritizing the tasks and forming committees to do them.

Treasurer's Report: Paul said the online auction made over \$9,000. We have \$28,000 roughly YTD income, helped by the PPP. It looks like we will generate a profit for the year.

Investment Committee Report: Paul mentioned that we are in the process of moving our investment management from Sky to UBS. That is expected to be complete by year end.

Gallery Report: Jocelyn said things were good this year, all things considered. Lots of artwork getting shipped as people are buying from viewing on our website. The Associate Artist show is in the process of taking entries now and will be up for viewing starting January 15, 2021.

Development: Elsbeth reported that the Annual Fund so far has raised \$16,600, which is more than this time last year. She will be asking the board to make personal phone calls of thanks to some of our larger donors. Liberty Bank will be our sponsor for the first show of the year.

Proposed 2021 Budget: Paul started his report by going over the preliminary budget for 2021, sent out prior to the meeting. Education will be the challenge in 2021, due to the pandemic.

Building and Grounds: Paul said we are in good shape. During the January shut down, alarm codes and the locks on gallery, archive and storage room will be changed. If you need access to LAA you will get access. The next phase for the renovation will be for the lay lights, the roof, skylights and insulation. Paul anticipates that the State Historic Preservation Office (SHPO) will support half of the renovations costs through their tax credit program.

Education and Activities: Mary reported that the committee is reaching out to Joran Sokol and Amaya Gurpide for July. Laurie and Mary have been exploring online classes and critiquing. If you have any education ideas let the committee know.

Report of Nominating: Kathy informed all that Lee Ruck will no longer be able to continue his position on the board due to his declining health. So, this creates an opening on the board and Kathy suggests we fill it with Debbi Goodman. Debbi is very enthusiastic and eager to join the board again. Michael made the motion that Debbi Goodman fulfill the term left vacated by Lee Ruck until the annual meeting in October of 2021. Beverly seconded. All voted in favor, motion passed. This means there are now 7 Elected Artists, 4 Associate Artists and 4 non-artists on the board, for a total of 15 board members.

Adjournment of Meeting: Harley adjourned the meeting with a Happy Holidays at 5:15 pm.

The next meeting is January 20, 2021 at 4 pm.

Lyme Art Association - Treasurer's Report Through November

	November 2020	November 2019	November 2020 Actual	Year To Date Budget	Over/Under Budget
Income					
4002 · Membership - Dues	1,040	2,540	35,561	36,500	(939)
4003 · Entry Fees	4,410	5,875	27,606	34,000	(6,394)
4004 · Donations	3,655	5,641	45,152	45,675	(523)
4004.10 · Fundraising Events	9,050	(3,623)	12,850	52,100	(39,250)
4005 · Exhibition Rental	0	0	4,400	5,400	(1,000)
4005.5 · Facility Rental	0	2,125	1,833	6,500	(4,667)
4006 · Misc Sales	0	40	145	950	(805)
4007 · Education	318	1,630	7,894	51,180	(43,286)
4009 · Commissions - Sales of Artwork	4,157	2,187	38,229	40,000	(1,771)
4011 - In Kind Donations	0	0	0	9,000	(9,000)
4100 · Grants	0	0	19,744	9,600	10,144
8000 · Paycheck Protection Grant	0	0	32,798	0	32,798
4200 · Interest & Dividends	1,751	1,751	19,255	19,250	5
Total Income	24,380	18,165	245,468	310,155	(64,687)
Expense					
5000 · Education -Class Expense	122	825	469	23,500	(23,031)
5200 · Professional Services	3,000	0	4,136	7,000	(2,864)
5300 · Utilities	1,247	1,088	13,114	17,125	(4,011)
5401 · Maintenance-Cleaning	610	0	4,524	5,095	(571)
5402 · Maintenance	124	120	5,786	6,000	(214)
5404 · Grounds	716	1,350	7,497	13,600	(6,103)
5451 · Office	68	637	4,912	5,780	(868)
5453 · Miscellaneous	0	0	148	1,100	(952)
5461 · Fund Raising	0	0	1,185	1,500	(315)
5650 · Insurance	0	755	15,957	13,450	2,507
5701- Gallery Rental Costs	0	0	149	0	149
5701 · Exhibits	223	944	11,113	16,935	(5,822)
5725 · Postage & Shipping	0	0	1,311	1,900	(589)
5751 · Printing	0	0	407	0	407
5801 · Publicity/Advertising	800	0	6,010	7,000	(990)
5802 - In Kind Expenses	0	0	0	9,000	(9,000)
5850 · Capital Expenses	0	7,505	0	29,000	(29,000)
5901 · Bank & Credit Card Fees	830	1,195	7,147	9,940	(2,793)
6500 · Payroll	11,571	12,089	130,798	153,060	(22,262)
6800a · Scholarships	0	0	1,500	1,500	0
8300 · Promotion and Travel	0	0	508	2,200	(1,692)
8401 · Training	0	0	197	980	(783)
Total expenses	19,311	26,507	216,868	325,665	(108,797)
Net Income	5,069	(8,342)	28,600	(15,510)	44,110

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	\$4,865	\$750	\$3,795	\$1,400	\$7,965	\$15,156	\$11,973	\$8,335	\$18,313	\$23,074	\$5,358	

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	232
2020	34	6	2	3	3	9	13	11	8	33	41	15	178

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	\$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	\$99,592	\$117,674	\$122,739	\$152,237	\$152,237
2020	\$29,361	\$34,226	\$34,976	\$38,771	\$40,171	\$48,136	\$63,292	\$75,265	\$83,600	\$101,913	\$124,987	\$130,345	