



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

**Agenda**  
**BOARD OF DIRECTORS MEETING**  
**November 18, 2020, 4:00 pm, by videoconference**

<b>Call to Order</b>	Harley Bartlett
<b>Report of the Strategic Planning Committee</b>	Tom Gezo and Maura Cochran
<b>President's Message</b>	Harley Bartlett
<b>Sept. &amp; Oct. Mtg. Minutes Review and Approval</b>	Harley Bartlett
<b>COVID update</b>	Laurie Pavlos
<b>Treasurer's Report</b>	Paul Sellier
<b>Gallery Report</b>	Jocelyn Zallinger
<b>APEC Report</b>	Joan Wallace
<b>Development:</b> Fall Virtual Fundraiser Annual Appeal	Elsbeth Dowd
<b>Building and Grounds Report</b>	Paul Sellier
<b>Education and Activities Report</b>	Mary Mellot
<b>Report of Nominating</b>	Kathy Simmons
<b>Other Business</b> How to handle other orgs. calls for art	Laurie Pavlos

**Adjournment of Meeting**

Next meeting, December 16, 2020, 4:00 pm.



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## **Board of Directors Meeting November 18, 2020**

**Board Members Present:** Harley Bartlett, Sarah Lucas, David Moore, Kim Sapia, Joan Wallace, Beverly Schirmeier, Carrie Walters, Michael Centrella, Paul Sellier, Mary Mellot, Lisa DeFillipo, Maura Cochran, and Kathy Simmons. **Members Absent:** Jay Berryman, Lee Ruck, Serena Bates. **Staff Present:** Laurie Pavlos, Jocelyn Zallinger, Elsbeth Dowd and Ann Chan. **Guests:** Tom Gezo(TGBC Consulting), Jack Montmeat

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

**Report of the Strategic Planning Committee:** Maura and Tom Gezo discussed progress on Strategic Plan. Tom presented the plan that the committee hopes to get approved at the December meeting. Maura mentioned in her introduction that to make the plan happen, LAA will need to increase volunteer participation. Tom highlighted some of the strategies and objectives that came out of the surveys and presented goals and actions to implement in the next five years. The next step will be ranking the goals and with the board's concurrence they should be able to start implementing some of the actions. Maura asked if people could get back to the committee with comments to Laurie by December 2.

**President's Report:** Harley will send a letter to Emily thanking her for her year of service as President and will include all the board members names. The Executive committee met two weeks ago, and plans have meetings in between the board meetings. The Executive committee is comprised of the officers, Laurie and immediate past president. Since Emily has stepped down from all volunteer engagements, Kathy Simmons will fill the post as Immediate Past President. You can as a board member request the minutes for the executive board meeting. At the meeting they reviewed the bylaws as to what the officer's responsibilities were. They did increase the responsibility of the secretary to take the minutes and working with staff to make sure they get disseminated and the secretary will act as parliamentarian in board meetings. Laurie just clarified that the secretary takes the motions and votes and the staff takes the attendance and full minutes.

**September Meeting Minutes Review and Approval:** Harley asked for a motion to accept the September minutes. Maura made the motion, Sarah seconded. All were all in favor.

**Treasurer's Report:** Paul presented the report and said financial results are acceptable. We can now see the effect that Covid has had on LAA. As the report shows, our YTD revenue is \$221,000 versus our budget of \$290,000 and last years actual of \$305,000. Fundraising and education are roughly \$11,000, so approximately 10% of budgeted. Membership and donations have remained consistent with last year and the budget. Sales commissions are strong.

On the expense side we continue to defer many capital projects. Expenses are running about 2/3 of the budget. September's utility expense includes August payment. The YTD income, \$230,500 includes the \$33,000 from the PPP. Paul thinks it looks like we will squeak through the year with a small operating surplus.



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**Gallery Report:** Jocelyn said that the gallery continues to have steady traffic and sales, with last month's sales better than last October's sales. The average price per piece was \$809, and last year's average was \$866. We had approximately 400 submissions to DTW, our juror Matt Marshall picked out a little over 200 pieces. The show opened on Black Friday, the day after Thanksgiving with a tax-free shopping day on Saturday, November 28. Paul asked about December of 2019 had a big amount of sales and was curious if that was from one or two big sales. Jocelyn attributes it to the fact that DTW, can many times have numerous sales.

**APEC Report:** Joan said that APEC met on October 28 to come up with a proposed exhibit calendar for 2020/2021. Joan went over the calendar that was also sent out prior to the meeting. Some highlights include the second show, Expanded Visions – Traditional and Beyond which is going to be a range of realistic through abstract, a full range of styles. The third show will be the marine show along with the Hudson Valley Art Association. The fourth show, in celebration of our 100-year anniversary, will be paintings that were inspired by work from the early LAA artists. The fifth show will be the Elected Artists Exhibition with an all-member show called Hello Yellow in the Goodman Gallery. In the last show, DTW, in the Goodman gallery will be a collaborative with the Connecticut River Museum, called Hands on the Land, which will be paintings demonstrating people's impact on the Connecticut River Valley area. The next APEC meeting will be on February 10, 2021. David moved to accept the calendar and Sarah seconded. All were in favor.

**Development:** Elsbeth said the Annual Fund Appeal went out in the mail today. The fall fundraiser is complete, we made almost \$9,000. We did not meet our original goal of \$10,000. But many thanks to all our artists who contributed and all our sponsors and supporters who bought virtual tickets. We will be pulling our raffle winner for the two free tickets to the next Palate to Palette soon.

As mentioned previously, we have been awarded \$4,900 from the office of the Connecticut office of the arts, from the Supporting Arts Grant. Our next application will be for the Connecticut Endowment grant. And our standard application to the town of Old Lyme. Sara asked if the artists who donated paintings to the auction would be supplied with the names of the people who received the winning bids on their paintings. Jocelyn confirmed that yes, they would get that information. Elsbeth again, thanked all the artists for their time and contributions to this fundraiser. Beverly commented that she loved the PR that went out about the auction.

**Building and Grounds:** Paul stated that there was nothing new to report. We are keeping up with maintenance.

**Education and Activities:** Mary reported that there are presently 3 classes going on. All are wearing masks except the model. The limit for the number of students in the studio is seven, plus the instructor and model. Maura has moved her plein air group into the galleries and that seems successful, with a waiting list. Claudia Van Nes inquired about starting another group. Harley commented that he has been in touch with Jim Laurino and Tom Adkins and they are talking about getting together for a cold weather outdoor painting group. He will get in touch with Laurie and Mary to give them more details to supply to any interested.



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**Other Business:** Laurie talked about the numerous calls for art that come to her attention from other organizations. It was determined that we could post such calls for art on a special “bulletin board” page on our website, as long as members don’t get confused.

[Executive Session Discussion]

**Nominating Report:** was tabled until next meeting.

**Adjournment of Meeting:** Harley asked for a motion to adjourn at 5:15 pm. **Sarah made the motion, David seconded,** and all were in favor.

*The next meeting is Wednesday December 16 at 4 pm.*



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Lyme Art Association  
Treasurer's Report  
September October 2020

	Sep 20	Oct 20	Jan - Oct 20	YTD Budget	Jan - Oct 19
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4002 · Membership - Dues	6,425.00	2,190.00	34,520.75	34,000.00	33,050.00
4003 · Entry Fees	4,940.00	380.00	23,196.00	28,100.00	27,495.00
4004 · Donations	1,910.00	863.00	41,497.30	40,025.00	38,230.68
4004.10 · Fundraising Events	0.00	750.00	3,800.00	53,450.00	51,854.04
4005 · Exhibition Rental	0.00	0.00	4,400.00	5,400.00	7,100.00
4005.5 · Facility Rental	0.00	0.00	1,833.45	6,000.00	6,818.00
4006 · Misc Sales	22.56	0.00	145.07	900.00	951.20
4007 · Education	80.00	1,645.00	7,576.67	48,770.00	66,197.50
4009 · Commissions - Sales of Artwork	3,421.01	5,969.56	34,071.92	38,000.00	38,176.33
4011 · In Kind Donations	0.00	0.00	0.00	9,000.00	7,819.74
4100 · Grants	0.00	4,900.00	52,542.00	9,600.00	9,605.00
4200 · Interest & Dividends	1,750.00	1,750.50	17,504.68	17,500.00	17,505.05
<b>Total Income</b>	<b>18,548.57</b>	<b>18,448.06</b>	<b>221,087.84</b>	<b>290,745.00</b>	<b>304,802.54</b>
<b>Gross Profit</b>	<b>18,548.57</b>	<b>18,448.06</b>	<b>221,087.84</b>	<b>290,745.00</b>	<b>304,802.54</b>
<b>Expense</b>					
5000 · Education -Class Expense	0.00	0.00	347.35	23,500.00	30,536.62
5200 · Professional Services	0.00	0.00	1,136.10	7,000.00	0.00
5300 · Utilities	1,924.24	1,079.76	11,866.21	15,800.00	15,489.32
5401 · Maintenance-Cleaning	487.50	390.00	3,914.08	4,650.00	4,379.55
5402 · Maintenance	462.12	1,902.39	5,661.66	5,900.00	7,978.35
5404 · Grounds	1,596.34	1,707.68	6,781.70	12,100.00	32,105.61
5451 · Office	321.42	677.64	4,843.91	5,200.00	7,026.86
5453 · Miscellaneous	0.00	0.00	148.47	1,000.00	983.79
5461 · Fund Raising	0.00	1,184.75	1,184.75	1,500.00	769.66
5650 · Insurance	0.00	4,602.35	15,956.95	12,700.00	12,363.47
5701-3 · Gallery Rental Costs	0.00	149.00	149.00	0.00	56.71
5701 · Exhibits	582.10	1,758.10	10,889.63	15,985.00	15,136.57
5725 · Postage & Shipping	258.20	165.00	1,311.15	1,900.00	1,950.09
5751 · Printing	0.00	0.00	406.50	0.00	0.00
5801 · Publicity/Advertising	301.03	389.03	5,210.23	6,500.00	7,025.96
5802 · In Kind Expenses	0.00	0.00	0.00	9,000.00	7,819.74
5850 · Capital Expenses	0.00	0.00	0.00	29,000.00	1,640.72
5901 · Bank & Credit Card Fees	653.29	380.41	6,317.65	8,900.00	9,058.73
5902 · Interest	0.00	0.00	-1.23	0.00	0.00
6500 · Payroll	11,277.35	12,183.32	119,226.45	139,150.00	133,230.32
6561 · Gallery use expense	0.00	0.00	0.00	230.00	229.41
6800a · Scholarships	0.00	0.00	1,500.00	1,500.00	0.00
7500 · Other personnel expenses	0.00	0.00	0.00	0.00	100.00
8300 · Promotion and Travel	120.00	0.00	508.52	2,000.00	704.27
8401 · Training	10.25	69.00	197.00	750.00	400.90
<b>Total Expense</b>	<b>17,993.84</b>	<b>26,638.43</b>	<b>197,556.08</b>	<b>304,265.00</b>	<b>288,986.65</b>
<b>Net Ordinary Income</b>	<b>554.73</b>	<b>-8,190.37</b>	<b>23,531.76</b>	<b>-13,520.00</b>	<b>15,815.89</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	\$4,865	\$750	\$3,795	\$1,400	\$7,965	\$15,156	\$11,973	\$8,335	\$18,313	\$6,498		

**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	12		134

**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	\$108,411		



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## EXHIBITION CALENDAR 2021

### GALLERY MAINTENANCE WEEK: Jan. 4th through Jan.7th

***First Impressions: Annual Associate Artist Show***, associate artists only  
and in *The Goodman Gallery*:

***Congratulations: New Elected Artist Show***, new elected artists only

**January 15 – March 11, 2021**

Drop off: January 8, 9 and 10

***Expanded Visions: Traditional and Beyond***, all members

**March 19 – May 13, 2021**

Drop off: March 12, 13 and 14

***Ships to Shore: A Marine Show***, all members

and ***The Hudson Valley Art Association 88th Annual Exhibit***

**May 21 – July 22, 2021**

Drop off: May 14,15 and 16

***A Century of Inspiration***, all members

**July 30 – September 16, 2021**

Drop off: July 23, 24 and 25

***Point of View: Annual Elected Artist Show***, elected artists only

and in *The Goodman Gallery*:

***Hello Yellow: an Exhibition that features the Color Yellow***, all members

**Sept. 24 – November 11, 2021**

Drop off: September 17,18 and 19

***Deck the Walls***, all members

and in *The Goodman Gallery*:

***Hands on the Land: A Collaborative Show with The CT River Museum***, all members

**November 19 – Jan 2, 2022**

Drop off: November 12, 13 and 14