



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

**Agenda**  
**BOARD OF DIRECTORS MEETING**  
**February 17, 2021, 4:00 pm, by videoconference**

<b>Call to Order</b>	Harley Bartlett
<b>January Meeting Minutes Review and Approval</b>	Harley Bartlett
<b>Director's Report</b>	Laurie Pavlos
<b>Treasurer's Report</b> Investment Report	Paul Sellier
<b>Gallery Report</b>	Jocelyn Zallinger
<b>APEC Report</b>	Joan Wallace
<b>Archive Committee Report</b>	Carrie Walters
<b>Development Report</b>	Elsbeth Dowd
<b>Building and Grounds Report</b> Update on Capital Project planning	Paul Sellier
<b>Report on Volunteer Survey</b>	Elsbeth Dowd
<b>Education and Activities Report</b>	Mary Mellot

**Other Business**

**Adjournment of Meeting**

Next meeting, Wednesday, March 18, 2021, 4:00 pm.



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## BOARD OF DIRECTORS MEETING

February 17, 2021

**Board Member Present:** David Moore, Beverly Schirmeier, Joan Wallace, Carrie Walters, Serena Bates, James Berryman, Michael Centrella, Maura Cochran, Lisa DeFilippo, Mary Mellot, Kim Sapia, Debbi Goodman, Paul Sellier and Kathy Simmons

**Members Absent:** Maura Cochran, Sarah Lucas and Harley Bartlett

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

**Call to Order, President's Remarks:** Beverly Schirmeier called the meeting to order at 4:03 and asked for any remarks or additions to the January minutes. Given none, David made a motion to accept the minutes as written. Carrie seconded. All in favor, January 2021 minutes approved.

**Executive Director's Report:** Laurie reported we are trying to make plans to open a little more. The Midsummer Festival is probably not going to take place this year, but that is not being made public yet. The Lyme Street Arts District is happy to support our Centennial plans taking place on the grounds this summer. The archive committee is hard at work. The staff is envisioning events for the Centennial. There has been a significant article about Lyme Art Association in The Day. Laurie urged all to see the incredible exhibit on LAA at the Florence Griswold.

**Treasurer's Report:** Paul reviewed his presented report. Revenues are good and expenses are below budget. Paul went over timing issues with entry fees and commissions. The professional services line item includes the last payment for the Strategic planning, which had been budgeted for 2020. Grant income is off to a good start. The annual flood premium was paid in January. Our application for the PPP, the Paycheck Protection Program was accepted and should be coming in before the end of the month. The investment portfolios are now in the hands of UBS.

**Gallery Report:** Jocelyn reviewed the gallery report sent out earlier. We had some nice sales in January. The average sale price in January and February was \$950 per piece, which is the highest Jocelyn can ever remember. February has been slow; it usually is the slowest month of the year. Out of the six prize winners, three of the pieces sold. Jocelyn went over the Unplugged weekend plans, that Sara and Ruthie have been working on, which takes place on March 6 & 7. Unplugged is a community-wide weekend event challenging middle school students to stay off screens. Local organizations are asked to come up with activities for the students.

**APEC Report:** Joan stated that when the committee met on February 10<sup>th</sup>, their primary focus was the goals for APEC derived from the Strategic Plan. The primary focus presently is the mentorship program and expanding exhibitions that involve a wider variety of styles. They have created 3 teams. All APEC members will be involved with the exhibition team, and then Elected Artists and Associate Artists will be

involved in subcommittees with just their artist level. There have been two groups interested in renting our exhibition space, the Connecticut Pastel Society, and the Catherine Lorillard Wolf Art Club (CLWAC). The latter was unanimously approved, and the CPS is considering our rental terms. The committee also discussed all the various centennial events.

**Archive Committee Report:** Carrie stated that the Archive Committee is busy collecting history that will help make our last 100 years come alive. Kathy said that they are still primarily in the gathering stage. They have narrowed in on 10-20 noteworthy artists who were part of the first exhibition. Kathy shared some interesting stories of the artists they have delved into so far. The Historical Society might want to join in some of the planning, as 18 of the original artists are buried in Old Lyme. A cemetery crawl was one thought for a centennial activity. Some of the original artists' homes could be used for paint outs. Jack Montmeat was asked to join the archive committee, and although he is very interested, right now he just does not have the time to be an active member. LAA may be able to get 4 original paintings from early artists for our centennial exhibition, through a Harley connection from a Vermont gallery.

**Development:** Elsbeth stated that the Annual Fund continues to receive generous support. To date, we have received \$30,281 compared to \$26,854 at this time last year. We have received one grant so far this year, the Connecticut Office of the Arts, slightly over \$1,000. Laurie brought up the Spring Challenge Appeal. It may be postponed until summer and any donations collected put toward the next phase of the Second Century Campaign.

**Building and Grounds and Capital Campaign Update:** Paul stated that the remaining part of the master Capital Campaign plan is a significant effort. Point One Architects is helping with our cost estimates. Our budget range for everything we want to do is between \$500,000- \$1,500,000. After we get the cost estimate we can prioritize the projects, figure out how we are going to fund them, and present to the State Historic Preservation Office (SHPO) to see how they can contribute. Paul is hoping for a meeting with SHPO in March. Further discussion on the Spring Challenge determined it was wise to get a visual graphic to display the upcoming phases of the Second Century Campaign for use in that appeal as well as on-site over the summer.

**Report on Volunteer Survey:** Elsbeth reported we had 20 artists respond to the skill survey. She consolidated the information which will be distributed to the committee chairs. So now there is a good list of volunteers to call for different positions and activities.

**Education and Activities:** Mary stated that studio classes are still on hold until the State can be in the orange range for more than a day or two. There are a few potential workshops lined up. Kathleen Speranza wants to do a workshop in December, Karen Israel will hold her **Sky's the Limit** workshop starting July 10th. David Dunlop has 7 people so far, signed up for his workshop on June 24<sup>th</sup> & 25<sup>th</sup>. Lisa Micelli and Howard Park are working on a proposal for a joint workshop. Harley is also planning to put together a landscape workshop in the fall to commemorate our Centennial. Also discussed were thoughts on whether or not to keep information on painting groups for members only. Several expressed the opinion that such groups served to recruit new members so should be open.

**Other Business:** None

**Adjournment of Meeting:** Beverly asked for a motion to adjourn. David made a motion to adjourn the meeting, Debbie seconded, all in favor. Meeting adjourned at 5:06 p.m.

*The next meeting is Wednesday, March 18, at 4 pm.*

Lyme Art Association  
Treasurer's Report - February 2021

	-----Actual-----			-----2021-----		
	Jan 21	Jan 20	Difference	Actual	Budget	Over Budget
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
4002 · Membership - Dues	3,845	1,820	2,025	3,845	3,000	845
4003 · Entry Fees	20	3,416	(3,396)	20	3,000	(2,980)
4004 · Donations	4,879	6,858	(1,979)	4,879	4,700	179
4004.10 · Fundraising Events	0	500	(500)	0	0	0
4005.5 · Facility Rental	0	791	(791)	0	0	0
4006 · Misc Sales	0	57	(57)	0	0	0
4007 · Education	0	4,097	(4,097)	0	0	0
4009 · Commissions - Sales of Artwork	6,901	11,357	(4,455)	6,901	2,550	4,351
4100 · Grants	4,000	4,000	0	4,000	2,000	2,000
4011-In Kind Donations	0	0	0	0	1,000	(1,000)
4200 · Interest & Dividends	1,750	1,751	(1)	1,750	1,500	250
<b>Total Income</b>	<b>21,395</b>	<b>34,646</b>	<b>(13,251)</b>	<b>21,395</b>	<b>17,750</b>	<b>3,645</b>
<b>Gross Profit</b>	<b>21,395</b>	<b>34,646</b>	<b>(13,251)</b>	<b>21,395</b>	<b>17,750</b>	<b>3,645</b>
<b>Expense</b>						
5200 · Professional Services	2,500	0	2,500	2,500	0	2,500
5300 · Utilities	841	1,239	(398)	841	1,350	(509)
5401 · Maintenance-Cleaning	0	445	(445)	0	400	(400)
5402 · Maintenance	45	686	(641)	45	500	(455)
5404 · Grounds	325	250	75	325	250	75
5451 · Office	96	1,956	(1,860)	96	550	(454)
5453 · Miscellaneous	135	148	(13)	135	500	(365)
5650 · Insurance	5,925	5,986	(61)	5,925	6,500	(575)
5701 · Exhibits	2,146	2,044	102	2,146	1,550	596
5725 · Postage & Shipping	220	0	220	220	250	(30)
5801 · Publicity/Advertising	709	1,221	(512)	709	500	209
5802-In Kind Donations	0	0	0	0	1,000	(1,000)
5901 · Bank & Credit Card Fees	810	1,310	(500)	810	1,000	(190)
6500 · Payroll	11,886	18,075	(6,190)	11,886	14,500	(2,614)
8300 · Promotion and Travel	0	389	(389)	0	200	(200)
8401 · Training	10	0	10	10	0	10
<b>Total Expense</b>	<b>25,647</b>	<b>33,749</b>	<b>(8,101)</b>	<b>25,647</b>	<b>29,050</b>	<b>(3,403)</b>
<b>Net Ordinary Income</b>	<b>(4,252)</b>	<b>898</b>	<b>(5,150)</b>	<b>(4,252)</b>	<b>(11,300)</b>	<b>7,048</b>

**Gross Sales  
Month**

Year	January	February	March	April	May	June	July	August	September	October	November	December	Gross Sales
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	\$2,965	\$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	\$20,370	\$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	\$17,885	\$142,872
2021	\$14,131	\$6,813											

**Total Pieces Sold  
Month**

Year	January	February	March	April	May	June	July	August	September	October	November	December	Total Pieces
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	43	206
2021	29	8											37

**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
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	\$78,795	\$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	\$142,872	\$142,872
2021	\$14,131	\$20,944											\$35,075