



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

Agenda
BOARD OF DIRECTORS MEETING
January 20, 2021, 4:00 pm, by videoconference

Call to Order Welcome Debbi Goodman	Harley Bartlett
December Meeting Minutes Review and Approval	Harley Bartlett
Director's Message	Laurie Pavlos
Treasurer's Report 2021 Budget	Paul Sellier
Gallery Report	Jocelyn Zallinger
Development Report	Elsbeth Dowd
Building and Grounds Report Update on Capital Project planning	Paul Sellier
Strategic Plan	Maura Cochran
Education and Activities Report	Mary Mellot
Other Business Historic/archive/? committee	

Adjournment of Meeting

Next meeting, Wednesday, February 17, 2021, 4:00 pm.



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Board of Directors Meeting Minutes

January 20, 2021 by videoconference

Board Members Present: David Moore, Harley Bartlett, Beverly Schirmeier, Carrie Walters, Michael Centrella, Paul Sellier, Mary Mellot, Maura Cochran, Joan Wallace, Jay Berryman, Lisa DeFilippo, Sarah Stifler Lucas, Kathy Simmons, and Debbi Goodman.

Members Absent: Serena Bates and Kim Sapia.

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

Meeting called to order at 4:00 by president Harley Bartlett. Harley welcomed Debbi Goodman to the meeting and the board. He asked for a motion to approve the December 16, 2020 minutes. David made a motion to approve the minutes as written, Carrie seconded. Minutes approved unanimously.

Director's Message: Laurie stated that the Lyme Academy of Fine Art has hired Jordan Sokol as artistic director. This may direct interest of portrait and figure students to the Academy instead of LAA. Since Jordan and his wife Amaya were popular workshop instructors, and high-end workshops have a big effect on education income, we will need to adjust. Laurie plans to be in contact with Jordan when he arrives to keep a positive and open relationship between the two businesses.

Treasurer's Report: Paul noted that we ended the year with strong sales and in the black. December 2020 commissions were good. This year will be a challenge to break even since Palette to Palette and education income will likely suffer. With that in mind, he has created a conservative budget. Paul made a motion to accept the budget as proposed. Maura seconded. All in favor, the 2021 budget approved unanimously.

Gallery Report: Jocelyn noted that First Impressions is now open. We had over 200 entries and 131 pieces were accepted. There are 31 pieces in the newly Elected Artist show. During our maintenance week, 3 of the 4 galleries were painted by staff, David Moore, Paul Sellier, and Gary Parrington, and Jocelyn thanked the volunteers. Jocelyn noted our strong sales at the end of the year nearly making up for the gap during the shutdown in the spring. She thanked Sara and Ruthie for keeping our galleries safe for all our visitors.

Development Report: Elsbeth said that the Annual Appeal is still going strong. As of yesterday, we had \$27,776 in the fund, which is \$2,000 more than this same time last year. Elsbeth will be emailing the Palette to Palette committee members to start brainstorming ideas for this coming year.

Building and Grounds: Paul reported on the gallery painting that took place earlier this month. Snow plowing has been minimal. The building is in good shape.

Strategic Planning: Maura reported that Laurie has finalized the skills surveys for the Associate Artists and the Elected Artists and that Laurie and Elsbeth will find a survey platform. The survey results will assist in filling the new committees indicated by the needs of the Strategic Plan. Maura stated that the board members may need to call people to personally ask them in which ways they would like to volunteer. Reach out to Laurie or Maura if you know of anyone who might be good on a certain committee. The Strategic committee will probably meet again, after the survey results are available.

Education and Activities Report: Mary stated that the committee had its first meeting of the year and did a lot of brainstorming. They are working on teachers for workshops. Debbi Goodman has already secured David Dunlap for a landscape workshop. If anyone has any ideas of anyone who would like to teach or run a workshop, let Mary know and the committee will follow up with that individual. Mary said the strategic plan really helped focus the scope of the committee's work. Kathy asked if there would be an Art Expo this year. Laurie reported that vendors had us keep their fees when the 2020 event was canceled. If we were able to hold it, it would be in the Fall.

Other Business:

David mentioned that he would talk to the country club about possibly running Swing for Art in early Fall or late Summer.

Harley brought up the discussion the Executive committee had regarding a History/Archive committee. Kathy discussed her work with Pat Trapp in the archive room and all the biographical and historic information stored in the archives. Kathy's suggestion is that Carrie be asked to head up the committee as Kathy is not a board member. Other members with interest in our history will be approached. The committee will focus on preparing material for the centennial exhibit and promotional materials for the coming months. Carrie agreed to becoming the committee chair.

Adjournment: At 4:46 Harley asked for a motion for adjournment. Sara made the motion for adjournment and David seconded. All were in favor.

Next Meeting, February 17, 2021, at 4 pm.

LYME ART ASSOCIATION - Operating Fund - Profit and Loss Statement

	ACTUAL		BUDGET	
	Dec-20	Jan - Dec 20	2020 Budget	2021 Budget
Ordinary Income/Expense				
Income				
4002 · Membership - Dues	5,545	40,926	42,000	42,000
4003 · Entry Fees	3,390	30,506	34,000	30,000
4004 · Donations	21,201	66,253	60,300	60,000
4004.10 · Fundraising Events	150	12,900	52,550	15,000
4005 · Exhibition Rental	-	4,400	5,400	5,000
4005.5 · Facility Rental	-	1,833	7,000	1,000
4006 · Misc Sales	-	145	1,000	500
4007 · Education	83	7,977	52,580	15,000
4009 · Commissions - Sales of Artwork	8,736	47,290	49,000	50,000
4100 · Grants	-	19,744	15,000	17,500
4200 · Interest & Dividends	3,511	22,766	21,000	17,500
In-Kind Donations	-	5,000	9,000	5,000
Paycheck Protection Program Grant	-	32,798	-	31,500
Total Income	42,615	292,538	348,830	290,000
Gross Profit	42,615	292,538	348,830	290,000
Expense				
5000 · Education -Class Expense	-	469	23,500	5,000
5200 · Professional Services	-	4,136	7,000	3,000
5300 · Utilities	611	13,725	18,450	17,000
5401 · Maintenance-Cleaning	488	5,012	5,540	5,000
5402 · Maintenance	44	5,830	7,500	7,500
5404 · Grounds	1,064	8,561	14,600	7,500
5451 · Office	209	5,122	6,110	6,000
5453 · Miscellaneous	52	198	500	1,000
5461 · Fund Raising	-	1,185	1,500	1,500
5650 · Insurance	381	16,338	14,000	16,500
5701-3 · Gallery Rental Costs	-	149	800	-
5701 · Exhibits	484	11,597	17,485	15,500
5725 · Postage & Shipping	386	1,698	2,730	3,000
5751 · Printing	-	407	500	500
5801 · Publicity/Advertising	116	6,126	7,250	7,000
5850 · Capital Expenses	-	-	29,000	5,000
5901 · Bank & Credit Card Fees	1,248	8,373	10,480	10,500
6500 · Payroll	22,339	153,137	166,970	175,000
6800a · Scholarships	-	1,500	1,500	1,500
8300 · Promotion and Travel	-	509	2,400	2,000
In-Kind Expense	-	5,000	9,000	5,000
8401 · Training	60	252	750	500
Total Expense	27,483	249,321	347,565	295,500
Net Ordinary Income	15,132	43,217	1,265	(5,500)

**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	\$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	\$23,698	\$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	\$17,885	\$142,872

**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	43	206

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	\$139,372	\$139,372
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