



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

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

Call to Order	Harley Bartlett
February Meeting Minutes Review and Approval	Harley Bartlett
Treasurer's Report Investment Report	Paul Sellier
Gallery Report	Jocelyn Zallinger
APEC Report EA subcommittee APEC Report AA subcommittee	Joan Wallace Debbi Goodman
Archive Committee Report	Carrie Walters
Centennial Event Report	Laurie Pavlos
Development Report	Elsbeth Dowd
Building and Grounds Report Update on Capital Project planning	Paul Sellier
Education and Activities Report	Mary Mellot

Other Business

Adjournment of Meeting

Next meeting, Wednesday, April 21, 2021, 4:00 pm.



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BOARD OF DIRECTORS MEETING

March 17, 2021

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

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

Call to Order, Review of February Minutes: Harley called the meeting to order at 4:00 pm. Harley asked that the February minutes for the *Archive committee* report be changed to reflect that his contact is Steve Motyka from Central Falls, Rhode Island. Steve has agreed he will show whatever early Lyme artists has on hand at our Centennial exhibition. Paul wanted the *Building and Grounds* committee report to show the cost estimate should be changed to \$1,000,000 to \$1,500,000. With these changes noted Sarah made a motion that the minutes be approved. Beverly seconded. All were in favor. Minutes approved with the two changes.

Treasurer's Report: Paul noted that membership and donations were slightly ahead of projection. Dividend income has not shown up from the new advisor yet but will show up by the end of this month. We received the Paycheck Protection Plan payment of just under \$31,000 in late February. Our credit card fees were discussed and that averages about 3.5-4%.

Gallery Report: Jocelyn corrected two items on the Gallery Sales spreadsheet. The Year-to-Date comparison for Jan- Feb 2021 should read \$22,162, and Total Pieces Sold for 2021 should be 40. Our sales are on track, with the average price per piece \$554. This month we managed two juried shows back-to-back: *Hands on the Land* in collaboration with Connecticut River Museum and *Expanding Visions*. Both are now open to the public. Our show is ready a day ahead of schedule thanks to the quick work of Sara and Ruthie and Carrie with her eye for arrangement. On March 6 and 7 the Lyme Youth Service Bureau held a Screen Free weekend. Sara and Ruthie had planned art projects and activities for the event. There were about a dozen participants and it served as an introduction for many people who have never been to LAA before. There are many activities being planned for the year, and more updates will be coming soon.

APEC Report: Joan reported that the two subcommittees met up separately on March 10th. Harley attended the Elected Artist meeting. Harley has suggested a biannual online newsletter. He and Kathy could put it together with help from others. Sarah volunteered to help with production of the newsletter as well. The suggested name would be "The Colony" and the first issue would be going out this June. They discussed paint outs followed by cookouts and the Elected Artist application process.

Debbie reported that the Associate Artists decided to have a meet and greet on Monday June 21st at Rocky Neck State Park around 5:30pm. This will be a BYOB/Pizza gathering. They also talked about getting involved with the newsletter, artist opportunities, and responsibilities at LAA.

Archive Committee Report: Carrie noted the committee met for the second time and they are trying to assemble their research work into a timeline for an interesting presentation during the *Century of*

Inspiration exhibit. They still have lots of information to go through and refine. Kathy said they are focusing on two tracks. One being big events for the building and the other to bring out more of the colony aspect of the early days. The thought is that these timelines will not take up wall space but be on nice display panel(s).

Centennial Event Report: Laurie reported that there are small groups working on some of the events. The big celebration will be on Saturday, August 7 with a rain date of Sunday, August 8. Some of the elements for the day will be a town-wide paint out followed by a wet paint sale back at LAA, family-friendly activities, and a “Tea Day” out on the LAA lawn. The day will end with a cocktail party on the lawn. Florence Griswold museum is helping to get us more press on the centennial through a grant they got for collaborative promotion. Harley encouraged any board member not currently involved in a committee to get involved in the centennial event planning if they are able. Laurie is putting together a listing of events for the website. Jocelyn, Laurie, and Kathy are collecting works from the early artists to put on the LAA website to serve as inspiration for our artist for the summer exhibition.

Development: Elsbeth said the **Palette to Palate** committee met and planning is underway. The hope is to have as close to normal event as possible. It is still planned for the third Thursday in October, which will be October 21st. Del Bach and Lois Lawrence have joined the committee now as well.

Building and Grounds: Paul noted there was nothing new to report for Building and Grounds. He is still waiting to hear back from the State Historic Preservation Office (SHPO).

Education and Activities: Mary reported that workshops were starting to fill. Joann Ballinger’s group is going to start meeting in the studio again on Thursday mornings. Hollis may be holding a landscape class starting in May.

Other Business: David reported that there would be no **Swing for Art** this year. Additionally, he is disappointed that LAA is backing away from supplying art to the OLCC. David will try to find artists to provide paintings to the club. Harley had a couple of ideas for David to investigate to help cover the administrative costs for LAA.

Laurie also wanted input about openings, with State COVID restrictions revising March 19. Questions came up about liquor permits. After much discussion, it was decided that it is not yet safe to hold opening or closing receptions, inside or outside. It was decided to hold the April board meeting should be by zoom and reevaluate as vaccinations progress.

Adjournment of Meeting: David made a motion to adjourn. Seconded by Maura, all in favor. Meeting adjourned at 4:52 p.m.

The next meeting is Wednesday April 21, 2021 at 4 pm.

Lyme Art Association
Treasurer's Report - March 2021

	Actual Feb 21	Actual Feb 20	Diff	Actual Feb 21	Budget Feb 21	Diff	Actual Jan - Feb 21	Budget Jan-Feb 21	Diff
Ordinary Income/Expense									
Income									
4002 - Membership - Dues	947	740	207	947	1,000	(53)	4,792	4,000	792
4003 - Entry Fees	2,010	30	1,980	2,010	0	2,010	2,030	3,000	(970)
4004 - Donations	5,854	5,267	587	5,854	3,200	2,654	10,733	7,900	2,833
4004.10 - Fundraising Events	375	1,700	(1,325)	375	0	375	375	0	375
4005.5 - Facility Rental	0	1,000	(1,000)	0	0	0	0	0	0
4006 - Misc Sales	0	34	(34)	0	50	(50)	0	50	(50)
4007 - Education	2,575	4,787	(2,212)	2,575	0	2,575	2,575	0	2,575
4009 - Commissions - Sale of Artwor	2,728	1,803	925	2,728	3,500	(772)	9,970	6,050	3,920
4100 - Grants	0	0	0	0	0	0	4,000	2,000	2,000
Paycheck Protection Program Grant	30,828	0	30,828	30,828	32,000	(1,172)	30,828	32,000	(1,172)
4200 - Interest & Dividends	0	1,751	(1,751)	0	1,500	(1,500)	1,750	3,000	(1,250)
Total Income	45,317	17,112	28,205	45,317	41,250	4,067	67,053	58,000	9,053
Expense									
5200 - Professional Services	0	500	(500)	0	0	0	2,500	0	2,500
5300 - Utilities	859	662	197	859	1,350	(491)	1,700	2,700	(1,000)
5401 - Maintenance-Cleaning	0	1,015	(1,015)	0	400	(400)	0	800	(800)
5402 - Maintenance	488	993	(506)	488	500	(13)	532	1,000	(468)
5404 - Grounds	975	0	975	975	250	725	1,300	500	800
5451 - Office	660	40	620	660	550	110	756	1,100	(344)
5453 - Miscellaneous	0	0	0	0	0	0	135	500	(365)
5650 - Insurance	381	187	194	381	0	381	6,305	6,500	(195)
5701 - Exhibits	28	229	(201)	28	1,550	(1,522)	2,174	3,100	(926)
5725 - Postage & Shipping	167	0	167	167	250	(83)	387	500	(113)
5801 - Publicity/Advertising	117	515	(398)	117	700	(583)	826	1,200	(374)
5901 - Bank & Credit Card Fees	1,072	758	315	1,072	750	322	1,884	1,750	134
6500 - Payroll	11,320	11,270	50	11,320	12,500	(1,180)	23,206	27,000	(3,794)
8300 - Promotion and Travel	192	0	192	192	200	(8)	192	400	(208)
8401 - Training	5	0	5	5	0	5	15	0	15
Total Expense	16,263	16,169	94	16,263	19,000	(2,737)	41,913	47,050	(5,137)
Net Ordinary Income	29,054	943	28,111	29,054	22,250	6,804	25,141	10,950	14,191

**Gross Sales
Month**

Year	January	February	March	April	May	June	July	August	September	October	November	December	Gross Sales
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	\$17,885	\$142,872
2021	\$14,131	\$8,031											\$22,162

**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	11											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	\$78,785	\$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	\$142,872	\$142,872
2021	\$14,131	\$20,944											