



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

BOARD OF DIRECTORS MEETING

May 19, 2021

Board Member Present: Harley Bartlett, Sarah Lucas, David Moore, Beverly Schirmeier, Joan Wallace, Maura Cochran, Michael Centrella, James Berryman, Debbi Goodman, Kim Sapia, and Kathy Simmons

Members Absent: Lisa DeFilippo, Mary Mellot, Lisa DeFilippo, Paul Sellier, Serena Bates and Carrie Walters.

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: After the minutes were corrected to indicate the proper spelling of David Dunlop's name, David Moore motioned to accept the April 2021 minutes. Beverly seconded. All were all in favor and the motion passed.

Executive Director's Report/Centennial: Laurie noted that the Centennial celebration, on August 7, 2021, will be a family friendly event with crafts and a tea from 1-4 p.m. There will also be a wet paint event on Lyme St. followed by a wet paint sale. Maura, who is working on this, asked for insights on the workings of a wet paint event. At 5 p.m. the Centennial Frolic will begin. The Frolic will be a staff and volunteer "catered" event and will have a suggested minimum \$20 donation to attend. The event will be used as an introduction to our Capital project. Laurie is waiting for permission to use the lawn Tea Party image on T-shirts that we sell the day of the Centennial celebration. There will also be an antique car with Tea Party image on a banner in this year's Old Lyme Memorial Day parade. After discussions with LAA staff, Laurie also said that when we open Friday, LAA signage will state that visitors who have been vaccinated will not be required to wear masks.

Treasurer's Report: Laurie went over highlighted figures on Paul's report, noting that, instead of the usual spring challenge mailing, there will be a summer appeal to kick off the capital campaign. Interest and dividends are coming in monthly; it appears that the April income was recorded in the beginning of May so is not showing up. The report does not show a surprise grant, in the amount of \$5,000, that we received from Essex Savings Bank.

Gallery Report: Laurie reported for Jocelyn, who had to step away for a sale. In April 19 pieces sold, which was better than 2020. The marine show is almost ready for opening on Friday, May 22, which will be a tax-free day.

APEC Report: Joan reported that the 2022 calendar is complete and will have 7 shows, and will soon be presented for board approval. The committee also discussed the issue of online vs in person entries. APEC continues to recommend in person submissions. Kathy added that the online submissions were adopted during a pandemic crisis and now that the emergency is over, it is time to revert to our standard practices. Joan asked the board to vote to support the APEC recommendation. After board

discussion, David motioned to return to in person submissions for shows. Sarah seconded. All were in favor and the motion passed.

Archive Committee Report: Kathy reported that the committee is working on 4 banners that will be hung in the corner walls of the Cole gallery during the summer show. Three banners will show the history of the building and one banner will focus on the future and the Capital Campaign.

Newsletter Committee: Kathy reported that the newsletter committee now has several articles and currently comprises 12 color pages. The digital format will have links that will make it an especially interactive document. Discussions are ongoing about using aspects of the newsletter to create a printout that explains the Capital campaign and the community aspect of the LAA, as a take away for gallery visitors.

Education and Activities: Laurie reported for Mary that the Stapleton Kearns demo was yesterday, May 18, 2021, on the LAA lawn. The Howard Park/Lisa Miceli workshop is this upcoming weekend and has 10 participants. The David Dunlop workshop in June is full at 15 participants. Signups are still in process for Karen Israel's workshop. Some instructors are committing to classes in the fall. Jackie Jones, Jeanne Potter and Nancy Gladwell have all said they will teach. Eileen Eder will have a monitored session. We are looking for a portrait figure instructor(s). We hope Christopher Zhang will do a class. The fall looks like it is shaping up to be busy.

Development: Elsbeth stated that the Annual Fund is \$3,000 over the same period last year, not taking into account the Spring Challenge. Palette to Palate is coming along nicely. Debbi has brought in over \$7,000 in sponsorships already. We are waiting to hear from the Community Foundation of Middlesex County as well as the State Historic Preservation Office (SHPO) for grants. We will be submitting another application to the Connecticut Arts Council in June. Thanks are in order to UBS Financial Services, who will sponsor the Ship to Shore exhibit, and Chelsea Groton Bank, who will be a supporting level sponsor for the Elected Artist show. Elsbeth went over the sponsorship opportunities printout, including an information sheet, a form, and a letter, which Laurie had previously forwarded to the board members.

Building and Grounds: Laurie noted some recent security alarm issues, which Jocelyn helped to resolve with the assistance of an electrician.

Other Business: Kathy asked when the board would return to in person meetings, given that we intend to follow the federal and state Covid guidance suggestions. Harley asked for a motion from the floor. Jay motioned that next month's board meeting would resume in person. After discussion, David seconded. All voted in favor and the motion passed. Kathy recused herself for the remainder of the meeting.

Nominating Committee: Laurie said at the Executive committee meeting that she suggested that Kathy fill one of the empty seats on the board. She would then be nominated for election at the Annual Meeting in October. Beverly made a motion to this end. Harley said no second was needed, just a vote. All voted in favor. Laurie reiterated the current need for new board members. We know Kathy already, but other prospective board members will be presented to the board by a process that will include a formal resume and discussion. Three open board positions remain and could potentially be filled by individuals with auditing, marketing, and development skills.

Adjournment of Meeting: Michael made a motion for adjournment. Sarah seconded. All in favor. Meeting adjourned at 4:58 pm.

The next meeting is Wednesday June 16 at 4 pm. At LAA.

Lyme Art Association - Treasurer's Report for May 2021 Board Meeting

| | Actual | | April 2021 | | April 2021 Year To Date | | |
|--------------------------------------|---------------|---------------|---------------|---------------|-------------------------|----------------|--------------|
| | Apr-21 | Apr-20 | ACTUAL | BUDGET | ACTUAL | BUDGET | DIFF |
| Operating Income | | | | | | | |
| 4002 - Membership - Dues | 2,290 | 2,340 | 2,290 | 3,650 | 16,767 | 15,150 | 1,617 |
| 4003 - Entry Fees | 1,095 | 550 | 1,095 | 1,000 | 8,105 | 11,000 | (2,895) |
| 4004 - Donations | 309 | 2,390 | 309 | 10,700 | 13,691 | 20,050 | (6,359) |
| 4004.10 - Fundraising Events | 0 | 0 | 0 | 0 | 375 | 0 | 375 |
| 4005 - Exhibition Rental | 4,400 | 0 | 4,400 | 0 | 4,400 | 0 | 4,400 |
| 4005.5 - Facility Rental | 0 | 242 | 0 | 0 | 0 | 0 | 0 |
| 4007 - Education | 2,190 | (925) | 2,190 | 0 | 6,305 | 0 | 6,305 |
| 4009 - Commissions - Sale of Artwork | 2,476 | 1,038 | 2,476 | 4,500 | 13,701 | 13,600 | 101 |
| 4100 - Grants | 0 | 2,844 | 0 | 4,000 | 5,046 | 6,000 | (954) |
| 4200 - Interest & Dividends | 0 | 1,751 | 0 | 1,500 | 4,770 | 6,000 | (1,230) |
| Total Operating Income | 12,760 | 10,230 | 12,760 | 25,350 | 73,161 | 71,800 | 1,361 |
| Paycheck Protection Grant | 0 | 0 | 0 | 0 | 30,838 | 32,000 | (1,162) |
| Gross Profit | 12,760 | 10,230 | 12,760 | 25,350 | 103,999 | 103,800 | 199 |

| | Actual | | April 2021 | | April 2021 Year To Date | | |
|---------------------------------|----------------|----------------|----------------|---------------|-------------------------|---------------|-----------------|
| | Apr-21 | Apr-20 | ACTUAL | BUDGET | ACTUAL | BUDGET | DIFF |
| Operating Expense | | | | | | | |
| 5000 - Education -Class Expense | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5200 - Professional Services | 0 | 37 | 0 | 0 | 2,500 | 3,000 | (500) |
| 5300 - Utilities | 878 | 1,043 | 878 | 1,710 | 3,680 | 5,770 | (2,090) |
| 5401 - Maintenance-Cleaning | 0 | 0 | 0 | 400 | 0 | 1,600 | (1,600) |
| 5402 - Maintenance | 45 | 43 | 45 | 500 | 623 | 2,000 | (1,377) |
| 5404 - Grounds | 0 | 1,025 | 0 | 500 | 2,834 | 1,500 | 1,334 |
| 5451 - Office | 24 | 96 | 24 | 550 | 1,445 | 2,200 | (755) |
| 5461 - Fund Raising | 0 | 0 | 0 | 750 | 0 | 750 | (750) |
| 5453 - Miscellaneous | 0 | 0 | 0 | 0 | 135 | 1,000 | (865) |
| 5650 - Insurance | 2,129 | 2,483 | 2,129 | 3,000 | 8,547 | 9,500 | (953) |
| 5701 - Exhibits | 0 | 36 | 0 | 1,550 | 4,328 | 6,200 | (1,872) |
| 5725 - Postage & Shipping | 0 | 0 | 0 | 250 | 607 | 1,000 | (393) |
| 5751 - Printing | 0 | 0 | 0 | 0 | 413 | 1,900 | (1,488) |
| 5801 - Publicity/Advertising | 365 | 1,091 | 365 | 1,000 | 3,063 | 2,000 | 1,063 |
| 5901 - Bank & Credit Card Fees | 309 | 347 | 309 | 750 | 2,937 | 3,250 | (313) |
| 6500 - Payroll | 11,837 | 5,217 | 11,837 | 12,500 | 47,688 | 52,000 | (4,312) |
| 8300 - Promotion and Travel | 86 | 0 | 86 | 0 | 278 | 400 | (122) |
| 8401 - Training | 0 | 0 | 0 | 250 | 15 | 500 | (485) |
| Total Operating Expenses | 15,673 | 11,418 | 15,673 | 23,710 | 79,092 | 94,570 | (15,478) |
| Net Income - Operations | (2,913) | (1,188) | (2,913) | 1,640 | 24,906 | 9,230 | 15,676 |

Net Income Excluding PPP (5,932) (22,770) 16,838

Donations - budget for April assumed proceeds from spring challenge, which has been deferred and will be part of centennial capital campaign fundraising program Transfer from investment portfolio was recorded in May.

**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 | \$3,443 | \$6,899 | \$1,625 | | | | | | | | \$34,129 |

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 | 10 | 19 | 5 | | | | | | | | 74 |

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 | \$118,579 | \$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 | \$22,162 | \$25,605 | \$32,504 | \$34,204 | | | | | | | | \$34,204 |