



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

**Agenda**  
**BOARD OF DIRECTORS MEETING**  
**July, 21, 2021, 4:00 pm**

<b>Call to Order - Welcome Erin!</b>	Harley Bartlett
<b>June Meeting Minutes Review and Approval</b>	Harley Bartlett
<b>Director's Report</b> Designation of Annual Meeting Date 10/13	Laurie Pavlos
<b>FLASH DEVELOPMENT WORKSHOP</b>	Elsbeth Dowd
<b>Treasurer's Report</b>	Paul Sellier
<b>Gallery Report</b>	Jocelyn Zallinger
<b>APEC Report</b>	Beverly Schirmeier
<b>Archive Committee Report</b>	Kathy Simmons
<b>Development Report</b>	Elsbeth Dowd
<b>Building and Grounds Report</b>	Paul Sellier
<b>Other Business</b>	

**Adjournment of Meeting**

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



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## BOARD OF DIRECTORS MEETING

July 21, 2021

**Board Members Present:** Harley Bartlett, Serena Bates, Maura Cochran, Debbi Goodman, Sarah Stifler Lucas, Mary Mellot, David Moore, Erin Schaaf, Beverly Schirmeier, Paul Sellier, Katherine Simmons, Joan Wallace, Caroline Walters

**Members Absent:** Jay Berryman, Michael Centrella, Lisa DeFilippo, Kim Sapia

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

**Call to Order:** Meeting called to order at 4:03 by Harley.

**Minutes Review and Approval:** There was no discussion of the June minutes. David moved to accept the minutes as written. Sarah seconded. All were in favor and the motion passed.

**Executive Director's Report:** A written report was distributed. Laurie thanked the staff for working hard during the pandemic and discussed several personnel issues, including staff reviews, cost of living increases, and salary adjustments for Sara Nebel and Elsbeth Dowd. She talked about progress on preparations for Centennial Day on August 7th, and asked for a few more people to volunteer. Please note that the date of the next opening reception, for Point of View and Hello Yellow, has changed to the afternoon of Sunday, September 26th. Laurie also gave an education update and noted that if anyone has ideas for workshops, it is best to schedule them for the summer, when they won't conflict with studio classes.

Laurie noted that the Board needed to designate a date for the Annual Meeting. Kathy made a motion to hold the Annual Meeting on October 13, 2021. Carrie seconded. All were in favor and the motion passed.

The board discussed that although the by-laws specify when the board must designate a date for the Annual Meeting, they do not specify when we have to give notice to the membership about the meeting. It was proposed that the Secretary research this issue.

**Flash Development Workshop:** Elsbeth gave an update on the Save the Skylights campaign, and distributed a handout highlighting ways that board members can help. A campaign committee has formed, consisting of Harley, Maura, Paul, and Bob Potter. The goal is to raise \$400,000 to replace the skylights and laylights to make the building sustainable by preventing leaks, deterioration, and energy loss, while maintaining a significant historic feature that brings natural light into the galleries. Committee members and Elsbeth discussed the donor pyramid, the timeline including the August 7th kickoff event and upcoming conversations with prospects and existing donors. Board members were encouraged to help with introductions and to have conversations with their friends about the project, but reminded that they do not actually have to ask for contributions - staff or committee members will do that. Board members were also encouraged to invite their friends to openings, lectures, and events, and to share their love of LAA and what makes our organization and building special.

**Treasurer's Report:** Paul reviewed the treasurer's report, noting that we are starting to see sponsorships from Palate to Palette come in and that commissions have been outstanding. We are relying less on interest and dividends and trying to get more capital appreciation out of the portfolio. On the expense side, payroll is currently running below budget, and so the staff pay raises will not result in this line item going over budget this year. To date, the net operating income is good. The operating reserve is currently at its maximum, \$80,000. Maura asked how much we will save on utilities when the Skylight Project is complete. Paul said we won't save a meaningful amount of money and Laurie noted that the primary outcome will be better regulation of temperature.

**Buildings and Grounds Report:** Paul reported that the building had been power washed, bringing the exterior appearance back to where it was right after the 2018 renovations. Some money was spent on lawn maintenance and it is paying off.

**Gallery Report:** Jocelyn reported that May and June were very good for gallery sales. A Century of Inspiration had over 435 entries and approximately 200 pieces were accepted. The closing reception for Ship to Shore and the Hudson Valley Art Association exhibition is on July 22.

**APEC:** Beverly reported that the next meeting will be on August 11th to discuss the 2023 calendar. The Elected Artists want to have a way of introducing themselves to the new EAs. For the upcoming round of new EAs, they will have a cocktail party in January before the reception for the Associate Artist show. Then, for the next round of EAs, they will have a party for the new EAs during the EA show in October 2022. To address applicants who would like feedback as to why they were not accepted as EAs, APEC is developing criteria both for the screening committee and for general voting, so that Jocelyn can provide feedback. Maura asked when online entry for shows ends, and Jocelyn said that in-person entries will start again with the next exhibit. The issue of rentals was discussed. Next year, when two rooms are rented to an outside organization and so our artists only have two rooms, a maximum of two pieces per artist will be accepted.

**Archive Committee Report:** Kathy reported that four large banners in the next exhibit will show the history of the building. The two display cases will also have historical information. Laurie noted that archive committee members will be sharing a lot of wonderful stories and fun facts on the history of our artists and the building on August 7th.

**Development Report:** Elsbeth distributed the development report. To date, the Save the Skylights Campaign has raised \$54,363 and the Annual Fund has raised \$34,566. She also gave an update on Palate to Palette, and thanked Del for his piece "A Misty Moment", which will be featured on the invitations. LAA was awarded \$3,000 by Guilford Savings Bank in partnership with the Community Foundation of Middlesex County for the Centennial celebrations. Several grant applications have been submitted, including a Planning Grant to the State Historic Preservation Office, a Supporting Arts Grant to the Connecticut Office of the Arts, and a Congressionally Directed Spending request to Senator Murphy for capital projects. Other grant opportunities are being explored and an application will be submitted in August for the NEA American Rescue Plan grant.

**Other Business:** None.

**Adjournment:** David moved to adjourn, seconded by Beverly. All were in favor and Harley closed the meeting at 4:58 p.m.

***The next meeting will be on Wednesday, August 18 at 4 pm, at the LAA***

Lyme Art Association July Treasurer's Report  
As of June 30, 2021

	June 30, 2021			Actual 6/30/21	Actual 6/30/20	Diff	June Year To Date		
	Actual	Budget	Diff				Actual	Budget	Diff
<b>Income</b>									
4002 · Membership - Dues	5,760	6,000	(240)	5,760	5,052	708	24,507	22,150	2,357
4003 · Entry Fees	995	4,000	(3,005)	995	3,565	(2,570)	13,648	15,000	(1,352)
4004 · Donations	1,463	5,000	(3,537)	1,463	5,182	(3,719)	17,490	32,750	(15,260)
4004.10 · Fundraising Events	3,936	0	3,936	3,936	0	3,936	15,811	0	15,811
4005 · Exhibition Rental	0	2,500	(2,500)	0	0	0	5,665	2,500	3,165
4005.5 · Facility Rental	0	1,000	(1,000)	0	(300)	300	1,750	1,000	750
4007 · Education	2,646	3,050	(404)	2,646	291	2,355	9,751	3,000	6,751
4009 · Commissions - Sale of Artwork	11,019	4,000	7,019	11,019	3,734	7,284	30,791	21,700	9,091
Scholarships	1,500	0	1,500	1,500	1,500	0	1,500	0	1,500
4100 · Grants	4,000	4,000	0	4,000	4,000	0	9,046	10,000	(954)
4200 · Interest & Dividends	833	1,500	(667)	833	1,750	(917)	8,549	9,000	(451)
Paycheck Protection Program	0	0	0	0	0	0	30,838	32,000	(1,162)
<b>Total Income</b>	<b>32,152</b>	<b>31,050</b>	<b>1,102</b>	<b>32,152</b>	<b>23,274</b>	<b>8,878</b>	<b>169,346</b>	<b>149,100</b>	<b>20,246</b>

	June 30, 2021			Actual 6/30/21	Actual 6/30/20	Diff	June Year To Date		
	Actual	Budget	Diff				Actual	Budget	Diff
<b>Expense</b>									
5000 · Education -Class Expense	2,000	0	2,000	2,000	0	2,000	2,000	500	1,500
5200 · Professional Services	0	0	0	0	0	0	2,500	3,000	(500)
5300 · Utilities	1,265	1,610	(345)	1,265	1,299	(34)	6,245	8,990	(2,745)
5401 · Maintenance-Cleaning	52	400	(348)	52	250	(198)	52	2,400	(2,348)
5402 · Maintenance	100	750	(650)	100	1,079	(979)	1,156	3,500	(2,344)
5404 · Grounds	612	750	(138)	612	1,231	(618)	4,387	3,000	1,387
5451 · Office	1,033	550	483	1,033	140	892	2,648	3,300	(652)
5453 · Miscellaneous	50	0	50	50	0	50	185	750	(565)
5650 · Insurance	0	0	0	0	493	(493)	8,547	9,500	(953)
5461 · Fund Raising	0	750	(750)	0	0	0	0	1,750	(1,750)
5701 · Exhibits	1,490	550	940	1,490	915	575	6,349	7,000	(651)
5725 · Postage & Shipping	304	250	54	304	220	84	1,076	1,250	(174)
5751 · Printing	0	0	0	0	0	0	413	2,900	(2,488)
5801 · Publicity/Advertising	202	600	(398)	202	109	93	3,366	7,600	(4,234)
5901 · Bank & Credit Card Fees	1,931	1,000	931	1,931	338	1,594	5,596	5,000	596
6500 · Payroll	12,658	14,500	(1,842)	12,658	10,897	1,762	73,049	79,000	(5,951)
6800a · Scholarships	1,500	0	1,500	1,500	0	1,500	1,500	1,500	0
8300 · Promotion and Travel	0	0	0	0	0	0	278	400	(122)
8401 · Training	10	0	10	10	21	(10)	26	500	(475)
<b>Total Expense</b>	<b>23,208</b>	<b>21,710</b>	<b>1,498</b>	<b>23,208</b>	<b>16,992</b>	<b>6,216</b>	<b>119,372</b>	<b>142,840</b>	<b>(22,469)</b>
<b>Net Operating Income</b>	<b>8,944</b>	<b>9,340</b>	<b>(396)</b>	<b>8,944</b>	<b>6,283</b>	<b>2,661</b>	<b>49,975</b>	<b>6,260</b>	<b>42,715</b>

**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	\$2,155	\$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	\$27,193	\$23,095							79352

**Total Pieces Sold**

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	32	28							122

**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	\$78,765	\$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	\$22,162	\$25,605	\$32,504	\$59,697	\$82,792							79352