

GAINESVILLE FINE ARTS ASSOCIATION
BOARD MEETING MINUTES
Monday March 13, 2023

The meeting was called to order at 6:31 by Susan Fulford, President. Quorum established.

Present in person: Emma Jensen, Susan Fulford, Wes Lindberg, Sally Larson, Sara McTigue, Kyle Novak, Lisa Klug and Katy Lemle (Executive Director).

Present online: Chris Brundige and Estefania Torres.

Absent: Rebecca Hoffman.

Past minutes: Corrections or additions to be made to previous note taker (Carly Shooster).

Motion to approve February minutes moved by Wes Lindberg, seconded by Sally Larson.

Presidents Report:

- Susan Fulford happy to announce lease amendments have been agreed upon. Waiting for the final signature from SAW Executive Director, Tom Hart. Patrice has further recommended amendments if not for this lease then for the lease in 2024. In the meantime the building usage change is solely loss of exclusive rights to the yard. The burden of utilities cost is still to be determined;
- The circumstances of the Community Venue, Sweet Berries, has changed since their relocation on campus. GFAA changed its requirements - large scale works that would hang for 12 months - that have ultimately not met the needs of the space or the artists. Although the space was being managed by a volunteer, Patti Martinez, another artist/past board member has interceded with an alternative arrangement (a single artist at a time with multiple artworks of various sizes, at various price points to increase sales), which was negotiated directly with the business owner without board or Katy involvement. Susan opens discussion about the role of Community Venues going forward: how many Community Venues are too many?

General agreement that Community Venues supplement the main gallery in an important way by creating more exhibition/sales opportunities. The submission process and administration needs to be tightened up. There is an opportunity to use the different spaces to meet the needs of the population engaging with the work. In relation to Sweet Berries, general agreement for solo shows with smaller pieces. Exhibitions changed quarterly;

- The Inclusion Exhibition opening night had around 170 people in attendance. Consistent feedback that it reached the wider community in an effective way;
- The 100th Anniversary sign is still in development with Sign Universe. Option one is a window wrap for the front of the building. Option two would be a banner on the brick wall. Option three would be to extend the existing sign close to the road. Estimate has been requested. Susan will follow up.

Vice Presidents Report:

- Sally Larson reports that items have been purchased to finish furnishing the gift store/conference room. The lighting is the last thing to be finalized;
- Gainesville Health and Fitness marketing manager has agreed to run a free TV advertisement for a GFAA event in 2023, most likely the studio tour in July. She's also working on a general sponsorship.

Treasurer's Report:

- Estefania Torres reports on February financials including a comparison to February 2022. Gift Shop sales are stronger, and Gift Shop shelf rentals. Trinity sales were strong. The Gallery Book is still selling. The third installment of the State grant has been received and Este is preparing to request the fourth installment;
- Costs for advertising will be entirely reimbursed through the Visit Gainesville grant;
- Rent reduction visible in expenditure;
- Note that one of the Uncategorized outgoings will be reimbursed;
- Loss of income through intake fees can be attributed to the Inclusion exhibition which did not charge participating artists.

Executive Directors Report:

- Katy Lemle has coordinated the grant calendar for the year with our grant writer, Michelle, and is working to develop the materials for all upcoming grants;
- The upcoming collaboration workshop has been canceled due to a lack of sign ups. It is being repurposed for a larger collaboration with other local arts organizations. An alternative hour-long workshop is being offered to the people who have signed up;
- Following the success of the Inclusion show, Katy suggests doing a free member drive show every year. In addition, she's considering leaving space in the calendar for proposals for solo shows or public exhibitions that provide opportunities for alternative exhibitions and curation;
- Katy mentions she has been working with the new building manager and city code enforcement to determine the maximum occupancy number for the building. It has raised concerns about building compliance (e.g.: Emergency exits), which will continue to be resolved;
- Katy reintroduces the idea of engaging a financial adviser to help direct where GFAA assets can be best used. Susan and Sally are coordinating a meeting with the community foundation about best practices going forward;
- The details for the 100th Anniversary party need to be finalized, including the date, activities, music, and cost. Katy emphasizes that board support is needed to organize all party components. Date is set for Saturday September 30. Full celebration weekend - Art Walk Friday September 29, Party Saturday, Family Friendly Open House event October 1;
- The Donor Wall hit a snag with printer but Katy is working to find a solution.

Committee Reports

Education:

- Christine Brundige reports that the next workshop is May 6 with Alison Fairfield, Creating Artful Images with Your Phone, 9:30AM to 1:30PM. That will be the last workshop until the fall;
- Katy requests tentative list of possible artists and workshops for the next year for upcoming grant applications;
- Chris requests a member sign up link on the workshop sales page. Katy confirms that there is already a link on the site;
- The Member Meetings are no longer under the coordination of the Education Committee. Katy has planned the June 4 Member Meeting to include a 2016 Board Member panel to discuss the changes of the organization, including the choice to have a building. Susan mentions publishing the board minutes to make the work of the board visible and using the meetings to engage members with different subject matter. It would be helpful to make the board more visible in other ways, too (e.g.: name tags that are worn during public events). Emma suggest one or two board members signing up for each meeting to represent the board so attendance is guaranteed each meeting;
- The board determines that the three conventional member meetings (June 4, September 3 and December Christmas Party) will be supplemented by the anniversary party. Katy requests suggestions for possible speakers.

Old Business:

- Nothing to report.

New Business:

- Motion to approve the resignation of Melody Vaughn moved by Lisa Klug, seconded by Wes Lindberg;
- Lisa Klug proposes showing movies in the gallery space. If the movie includes pauses for commentary and discussion, it does not breach copyright laws;
- The Amazing Give is 37 days away. Sara is looking for businesses to offer matching donations and will let the board know how they can participate.

There being no further business, motion to adjourn by Wes Lindberg seconded by Susan Fulford adjourned at 8:24 pm.

Respectfully submitted by Emma Jensen, Secretary Monday April 10, 2023.