

GAINESVILLE FINE ARTS ASSOCIATION
BOARD MEETING MINUTES
Monday February 12, 2024

The meeting was called to order at 6:33 by Susan Fulford, President. Quorum established.

Present in Person: Susan Fulford, Katy Lemle (Executive Director), Sara McTigue, Charlotte Newman, Lexi Braun, Wes Lindberg, Kyle Novak, Wanda Burnette-Walker.

Present via Zoom: Chris Brundige and Porchia Moore.

Absent: Sally Larson (on sabbatical), Rebecca Hoffman, Kathy Faraone.

Past minutes: Motion to approve January minutes moved by Wes Lindberg, seconded by Charlotte Newman.

Presidents Report: Susan Fulford reports that the Friends of Elementary Arts (FEA) opening was a great success with over 250 people in attendance. Susan attended a wrap-up meeting with FEA on February 7th and both organizations are happy with the exhibit and event.

Susan gave out the awards at the Trinity United Methodist Church exhibition. Thanks to Celia Burger and Sue Tennant for organizing the exhibitions at Trinity. And thanks to Katy and Carly for support and issuing the awards.

Susan approved a \$650 expense to construct a wall in the storage room for Katy to have an office with a door. Katy's partner completed the work (thank you Connor!) Materials were less than expected and Susan approved for the difference to go to Connor for his work. The modification was approved by the building's landlord.

The building's operation manager reviewed the electrical work done by the food truck park and determined the electrical box is overloaded and the work needs to be undone. There was also a plumbing issue in the gallery this past month that has been fixed. The former food truck park operator removed the remaining belongings from GFAA's storage shed on 2/11.

Teresa Kirk's workshop – How to Steal Like an Artist received great feedback, Susan encouraged board members to attend more of the workshops.

Vice Presidents Report: Sally reports (via email) that a Garden Work Party has been scheduled for Saturday, March 2, an announcement has been included in the weekly member email. The focus will be trimming hedges in the south side area as well as removing volunteer plant life. Rebecca and Sally have scoped this out and have a plan.

The butterfly garden will be weeded and the large garden area with the crape myrtle will have the moss removed as well. In the large area and in another smaller area, additional succulents will be planted.

Brooke Williams has volunteered to trim the tall grasses again. We may have another volunteer lined up to help with that task.

Katy will find our Lowe's invoice from last year so we know how much mulch to order. It would be great to have it spread on the 2nd, but that may not happen unless more than 4 volunteers commit to help.

Susan is checking with our landlord about cutting the grass in the side yard. Keeping it under control will make a good difference to the overall appearance of the property.

Once the gardening is completed, Sally will meet with Katy to go over the building list that we previously developed. High on the list is to create appropriate lighting for the gift shop.

Treasurer's Report: Kathy is away. Katy communicated that she and Kathy will present the budget next month, most of the budget is complete. Katy noted that the organization needs \$60,000 to meet the operating needs, to "break-even." The driver is lower grants from the city and state. Porchia asked Katy to send the sponsorship package and talking points for fundraising out to the board. The patron membership option has been activated. The National Exhibit is expected to bring in more money (also has more expenses.) It would be great to get a sponsor for this exhibit.

Katy is cleaning up the Chart of Accounts in QuickBooks and has a few other minor tasks to organize the financials in a clearer way.

Executive Directors Report: There are 310 current members. The Visit Gainesville contract has been executed. Katy has a meeting with Michelle Nagri, who helps write GFAA's grants, coming up to work on the state grant.

There is a member field trip on Feb 27th at 5pm to the UF Gallery, the curator will speak to the group.

The first Director Q&A session had positive turn-out – the meeting was informal, there was good conversation and a lot of ideas generated. Katy will continue doing this from 7-8pm on the first Tuesdays of the month.

Lisa Klug will begin hosting a movie film class monthly in the gallery, the first class is Friday, March 1st.

The building trash/recycling is back. GRU is not going to rebuild the bridge that went from the Winn-Dixie parking lot to the back of the property. The bridge was built without a permit, was not ADA compliant and the city is not required to rebuild. Katy will follow up with GRU's real estate contact to confirm.

The Rosewood install is Friday, February 16th.

Lexi attended a Chamber membership zoom meeting. GFAA can submit once per month to the Chamber Newsletter and can add events to the Chamber calendar. If the Chamber is tagged in GFAA's events, they will re-share on social media. There are a lot of resources available and GFAA should have a presence at

the Chamber events when it makes sense. Katy will attend the next Business Before Hours event. Wanda suggested that the person attending have a postcard with the QR code for GFAA information.

The How Bazaar is looking for sponsors for their Open Mic event, Katy was researching if a sponsorship qualified in the advertising budget, the thought though is that sponsoring another non-profit's event is outside GFAA's financial ability. The How Bazaar is also looking for workshop instructors and organizations to have tables set-up at the event.

Association Sphere, the software program GFAA uses to organize and interact with members, began charging \$90 per month. Katy would like to review and see if the organization can use the software more. There was an auto-renew feature for membership renewals that has been causing some confusion, the work-study student will click this off for all members. Katy will provide some information on how many members are using the system. Katy also will work on some "how-to" videos for navigation, signing in to the portal and invite people to the Director Q&A as a part of the welcome package/email.

Two of the work-study students will be graduating in the Fall. Alanis has been hired for the summer.

108 members responded to the member survey. The board had general discussion around the responses, the demographics of respondents, how to engage more fully with members and encourage participation. There was discussion around providing additional explanation of GFAA's values on the website and in communications. Katy will forward the results to the board for further review and discussion in the next meeting.

Anani Blakely's Veiled, Hooded & Hidden exhibition energized a different generation and demographic for the gallery. There was an increased sense of belonging. The board discussed how the organization can go from welcoming new artists in the space to having the new artists become members and participate in an ongoing fashion. There was discussion around reaching out to the artists in Anani's exhibit to discuss the weeklong solo exhibit opportunity. The board discussed additional ideas around increasing engagement from having pop-up markets/events in the gallery to trying to re-orient students out of the academic models by possibly presenting information at the college art clubs to adding GFAA events to "Meet-Up." Opportunities for individual members to grow as artists was a reoccurring topic in the survey. The board will further review and create action items pointed at feedback received through the survey.

Committee Reports

- Education:
 - Christine communicated that the Education committee is looking for people to lead workshops, so please reach out if you have someone in mind.
 - Anna Callouri Holcombe – Will present at the member meeting about CV Review. Anna is a Consultant, ACH City Studio LL. Porchia noted that Anna is also excellent at critiquing and could possibly be engaged in that capacity as well.
 - Workshop updates:

- March – April series workshops. 7-9 pm Thursdays, free to members
 - March 7 – Diversity Heart Mosaics – Sarah Hinds - 30 people limit
 - March 21 – Gelli Prints – Mary Johnson –SAW
 - March 28 - Creating Color Chart – Kathy Wobie
 - April 4 –Life Drawing – Angela Di Carlos
 - April 11 – Acrylic – Robin Popp –How to Paint a Palm Tree – providing Kits for everyone
- April 6-7, 2024 - Suzanna Winton “Fur, Feathers, and Fauna” -Watercolor
- May 18, 2024 Brush Lettering
- September 28, 2024– Diana Tonnessen - Linoleum (EZ Cut) Block Printmaking
- Fundraising:
 - Please begin preparing for the Amazing Give which will be on April 20th. Sara & Katy to provide more information.
 - Sponsorships for the Exhibits are needed.
 - Matching Gifts for the Amazing Give are needed.
- Old Business: N/A
- New Business: Kyle communicated that the Artistry in Motion application is active. Sheila Gaspers with the College of Journalism creates a video about you and your work. Entrants are needed.

Wes called a motion to adjourn seconded by Kyle, meeting adjourned at 8:11 pm.

Respectfully submitted by Sara McTigue Wednesday, March 6, 2024.