

GAINESVILLE FINE ARTS ASSOCIATION
BOARD MEETING MINUTES
Monday December 11, 2023

The meeting was called to order at 6:32 by Susan Fulford, President. Quorum established.

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

Present via Zoom: Chris Brundige, Rebecca Hoffman, Porchia Moore.

Absent: Sally Larson (on sabbatical), Wes Lindberg, Emma Jensen, Estes Torres and Kathy Faraone

Introduction of new board members: Wanda, Charlotte and Lexi. Kathy is also a new board member but was unable to join.

Past minutes: Motion to approve November minutes moved by Kyle Novak, seconded by Rebecca Hoffman.

Presidents Report: Susan Fulford reports that the investment account has been established with Edward Jones. The balance of \$65,000 has been invested in a one-year CD at 5.1% interest. The funds can be accessed prior to the one-year maturity, if needed. Susan provided a summary of the process the executive committee took to establish the account for new members. Charlotte Newman asked about the purpose of the funds, Susan and Katy explained that the funds are a reserve for the organization to provide operational security and to hopefully build upon for larger endeavors in the future.

The gallery lease expires in December. Patrice Boyce, a member and land use attorney, is reviewing the lease for the organization. Susan provided new members with an update on some of the challenges around the lease and use of the building the organization faced in 2023. GFAA is seeking a five-year lease and a few other concessions on rent, use of the yard and electric meter.

Community venue update – Sweetberries on the UF campus will be discontinued as an exhibition space. There are difficulties accessing the location. The final takedown will be in December. The remaining community venues are:

- Sweetberries on 5th Ave.
- SIMED
- Blue Highway (Jonesville & Micanopy)

Additional partnerships with Oak Hammock and Trinity will also be continued.

New potential community venue partnerships were discussed: Ronald McDonald House, Gainesville Regional Airport. Going forward, new venues will be developed with financial sponsorship included to cover the cost of administration for the organization.

The 2024 exhibition schedule has been published.

Vice Presidents Report: N/A

Treasurer's Report: Estes is out, Katy communicated that 2023 will be in the red with the 100-year anniversary activity. There is some expectation that grants will be reduced in the coming year, fundraising is key to sustaining the organization financially. The city grant application needs to be completed.

Executive Directors Report: Katy asked for final review of the member survey. The results of the survey help with future decisions and the data collected is used for GFAA's grants.

Lexi asked if new grants are being actively sought. Grant writing for the three main grants requires a lot of effort. Michelle Nagri, Estes Torres and Katy Lemle currently manage the three grants. New grants are a potential avenue for additional funding but sponsorships, donations and fees are a more sustainable revenue stream for an organization of GFAA's size (only one full-time employee, Katy.)

The holiday party is Dec 14th and 40-50 people are expected. Dec 14th is the actual 100-year anniversary date of the organization, a perfect day to celebrate.

The board had discussion around developing business sponsors and the need for fundraising. Katy will send out the tiered sponsor document and exhibition schedule which can be used to approach businesses.

Porchia asked if The Real Rosewood Foundation was sponsoring or curating the upcoming Rosewood Memorial exhibit. The exhibit is curated by the Frost Museum in Miami and will be in the full gallery. A sponsor is needed.

There is an active year-end fundraiser going on now - Artful Impact. Katy asked for help sharing and getting the word out. The goal is \$15,000. Katy and Susan to send the fundraiser to and communicate with the organizations existing donors. Additional discussion around fundraising included:

- Lexi suggested a Gala – A gala requires someone to honor. A Gala is expensive to host but could be successful with the right honoree and a solid fundraising plan.
- Porchia will investigate if there is a UF club or business school contact that might help with fundraising as a project.
- Training and involvement with the Center for Nonprofit Excellence.
- The board needs to get organized and attend the Business Before Hours and other Gainesville Chamber Events.
- Wanda suggested partnering with the Hippodrome.
- A fundraising and Amazing Give committee is needed.

Sylvia McIntyre-Crook will be taking over managing Sweetberries submissions; submissions will be taken twice per year.

The board discussed and unanimously approved a change in the submission process for the organization limiting each artist's submission to one piece. This is a change from two pieces per artist. The change is

driven by growth and the desire to keep space around each piece maintaining the professional gallery experience for artists and patrons. Kyle Novak called the vote to motion and Rebecca Hoffman seconded the motion. Katy will communicate the change to members in December.

Katy asked for the executive committee to review her benefits package, Susan will take the lead.

Committee Reports

- Education: Christine communicated that the education committee is working to have workshops scheduled ahead for a full year.
 - There will be five 3-hour workshops on Thursday evenings in March-April. Carly will assist with publicizing. Five artists are committed.
 - Friends of Elementary Arts has a meeting on 12/16 to work on the sketch books for students. Diana Rollo is organizing the student art work.
- Fundraising: Discussed as a part of the Executive Director Report.
- Old Business: N/A
- New Business: The board accepts the resignation of the current Secretary, Emma Jensen. Estes Torres is also resigning as Treasurer but has agreed to stay involved to assist with transitioning the Treasurer duties to Kathy Faraone. Thank you, Estes and Emma! The board voted on the appointment of new officers. Charlotte Newman motioned, Kyle Novak seconded the motion.
 - The officers are:
 - Susan Fulford, President
 - Sally Larson, Vice President
 - Kathy Faraone, Treasurer (new)
 - Sara McTigue, Secretary (new)

Susan called a motion to adjourn seconded by Sara McTigue, meeting adjourned at 8:01 pm.

Respectfully submitted by Sara McTigue Thursday, December 28, 2023.