

**GAINESVILLE FINE ARTS ASSOCIATION
BOARD MEETING MINUTES
Monday July 10, 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, Chris Brundige, Sara McTigue and Katy Lemle (Executive Director)

Present online: Estefania Torres, Sally Larson, Kyle Novak, Rebecca Hoffman and Lisa Klug.

Past minutes: Motion to approve June minutes moved by Wes Lindberg, seconded by Sara McTigue.

Presidents Report:

- Susan reports that on June 20, 2023 she attended the Friends of Elementary Art board meeting where they voted to increase the annual donation to GFAA from \$500 to \$1,000. Susan extends thanks to FEA and excitement for expanding collaborations with them and Gainesville Symphony Orchestra.
- Sally and Susan met with Kent at Edward Jones to discuss financial growth options for GFAA savings. They are still to meet with Charles Schwabb (date and time to be determined).
- Katy and Susan met with the 100 Year Anniversary Event planners and Luis to discuss use of the outdoor space for the event. Details to be confirmed.
- Susan extends thanks to Katy, Estefania and Michelle for getting the State grant submitted on time, and for their work on the upcoming Visit Gainesville grant.
- The Community Venues coordinator role has been taken over by Roxanne Dybevic. The July 1st install went ahead as scheduled with some challenges in the change of submission process. Katy and Carly are working to address issues.
- Susan presents The City of Gainesville Proclamation for the organization to the board for review. She requests board feedback for who the proclamation should be delivered (e.g.: City Commission meeting, presented at the GFAA event, printed copy mailed or picked up from the city). After discussion the board agrees that it should be read at the City Commission meeting with a recording of the proclamation shared to the GFAA community at the event and online. Susan will confirm the City Commission meeting schedule.
- This week there is Artist Meetup Thursday night; Friday Night is the kick off event for the Studio Tour (Superette has donated food and drink for the evening); Saturday and Sunday the Studio Tour will be held across Gainesville. Susan extends thanks to Michelle and Peter for all the work they've done to coordinate the event, and Wes and Deb for their support.
- Following Carly's performance evaluation, the Executive Committee decided to increase her pay \$20/hr in recognition of her work beyond her job description.

Vice Presidents Report:

- Sally extends thanks to Susan for all the work she's been doing, as well LaVon Coate for all the volunteer work she's been doing maintaining the garden spaces.

Treasurer's Report:

- Estefania summarizes the June financials, pointing to Art sales, intake fees and donations in the income. In expenses she noted unusual costs related to event planning and grant writing.

Executive Directors Report:

- Katy reports that we have 280 active members. Her goal is to increase membership to 300.
- The 2024-25 State grant was submitted in June, while Katy is now working on the final report for the 2022-23 State Grant. She is also working with Michelle and Este for the 2023-24 Visit of Gainesville application and managing reimbursements for the 2022-23 grant period. The expenses related to that grant will be spent in the next three months on the studio tours and anniversary party.
- Katy elaborates on the event planning process. Entertainment has been organized; decorations have been finalized; by the end of the month ticket sales will be available (\$50 for dinner + 1 x cocktail); and submission process for artwork for the raffle.
- Katy, with support from the board, has decided to focus on the Saturday night event rather than coordinating an additional event on Sunday. Other details to be finalized include: pricing for posters and tshirts for donors (free), members (at cost) and general public (with small profit margin). There are still some logistical concerns about how the side yard will be set up by the event including the addition of a licensed bar. Luis has proposed a license for the building, which could potentially benefit GFAA for drink sales during events. Costs and details are still to be determined.
- There are ongoing negotiations about shared building use including cost of trash collection and utilities. At this time Cuban Corner hasn't paid utilities, which Katy will address in another meeting this week. As interim building manager, Luis has yet to address concerns of water flooding the SAW space.
- Katy is working on the 100 year anniversary exhibition with 2 days a week going forward dedicated to curating.
- The new sign and front window wrap is under development with Alta.
- Katy encourages everyone to come to the studio tour and launch this week.
- There is another concert coming up in the next two weeks.

Committee Reports

Education:

- Christine shares October 14 and 15, 2023 Nika Zakaharov is tentatively scheduled for an Oil Painting workshop. Teresa Kirk will be teaching a workshop February 16 and 17, 2024 titled, 'How to Steal Like an Artist'. Other artists and workshops are in development.
- The next education meeting is still to be determined.

Fundraising:

- Sara, Susan and Katy met to discuss fundraising and how to get the board more engaged.
- Following the last board meeting, Katy looked into the Gainesville Chamber of Commerce. Nonprofit membership is \$400 and there are a number of upcoming events that different members of the board could attend including a Pool Party, a Virtual Jump Start Your Membership workshop (Sara volunteered), Drink Gainesville cocktail hour (Susan volunteered), Young Professionals Battle of the Bands event (Katy and Emma volunteered) and Business Before Hours chamber connecting event (Susan and Sara volunteered). Katy will provide dates and times.
- Katy shares an instructional video with the board to help rethink fundraising. Over the next few months she proposes using the format presented in the video to create a fundraising blueprint during board meetings.

Old Business:

- Nothing to add.

New Business:

- Wes clarifies the Studio Tour schedule will include the gallery opening event open to the public and members from 6PM to 9PM Friday. Each artist will be wearing a name tag with their studio name/number. The studio videos will be screening throughout the event. Superette will donate food and wine. Jack Edmondson will provide music entertainment.

There being no further business, motion to adjourn by Wes Lindberg seconded by Sara McTigue adjourned at 7:47 pm.

Respectfully submitted by Emma Jensen, Secretary Monday August 14, 2023.