

GAINESVILLE FINE ARTS ASSOCIATION
BOARD MEETING MINUTES
Monday January 8, 2024

The meeting was called to order at 6:30 by Susan Fulford, President. Quorum established.

Present in Person: Susan Fulford, Katy Lemle (Executive Director), Kathy Faraone, Sara McTigue, Charlotte Newman, Lexi Braun, Wes Lindberg, Rebecca Hoffman, Chris Brundige.

Present via Zoom: Kyle Novak

Absent: Sally Larson (on sabbatical), Wanda Burnette-Walker and Porchia Moore.

Past minutes: Motion to approve December minutes moved by Wes Lindberg, seconded by Rebecca Hoffman.

Presidents Report: Susan Fulford reports that the new five-year lease for the gallery space has been agreed upon, not yet executed. The terms proposed by GFAA were accepted including specifications related to utility and restroom usage by food trucks operating out of the building's side yard. The rent for year one includes a reduction of \$300 per month with increases in the subsequent years, similar to the expiring lease. The gallery is still looking to recoup agreed upon funds from the former operator of the food truck park. The group discussed increasing the rent for sublets in conjunction with future scheduled increases.

Katy asked that there be an electrical inspection on the work completed by the former food truck operator. There were a few outages and electrical flickers since that work was completed and there are questions around if the contractor used was appropriate.

The City of Gainesville has been communicating budget cuts, GFAA expects to receive \$0 in the 2024/2025 year. The gallery received \$5,000 from the city previously. There are also state level cuts looming, the organization needs to find additional sources of funding.

Charlotte volunteered to reach out to the Gainesville Regional Airport. The board discussed airports and airlines as generally supportive of the arts. And specifically, that the Gainesville Regional Airport is currently devoid of art so there may be an opportunity.

The organization will revisit additional grants including the National Endowment for the Arts.

The PTO benefit was approved for the Executive Director. A holiday bonus was approved for the Executive Director and Gallery Assistant.

The Friends of Elementary Arts show is coming up. Information about partnerships will be available, there may be parents attending that could assist with building business partnerships.

Vice Presidents Report: N/A

Treasurer's Report: Estes is out, Katy communicated that 2023 ended \$20,000 in the red, which is to be expected with the 100-year anniversary activity. \$7,000 in reimbursements are expected from Visit Gainesville. Katy is working through some questions about how to better set-up the brokerage account in Quick Books so the interest on the account is more easily reportable.

The year-end fundraiser ended with \$12,621 of the \$15,000 goal raised.

Kathy, Katy and Estes will be coordinating to complete the 2024 budget in the coming weeks.

Executive Directors Report: Katy communicated that she is still waiting on a contract from Visit Gainesville for the upcoming year, it's been approved by the county but just not yet sent over for execution. City and state grant payments have been received and are included in the financials.

Katy is looking to coordinate Member Field Trips where members meet-up and have a planned tour or participate in a planned art-related activity. An initial field trip to the Thomas Center was successful and Katy received positive feedback about this type of activity. The group suggested the following ideas about additional field trip locations:

- Harn Museum (Katy is currently coordinating this one)
- Appleton Museum – Margaret Tolbert has upcoming events at the Appleton in Ocala.
- Pulp Arts
- Individual artist's studios
- UF and Santa Fe Galleries
- Dreamworks

Katy is working on pricing for a trash/recycle bin. The dumpster that was a part of the food truck operation will be removed; the service is currently suspended. Katy has informed the former food truck operator that GFAA's shed needs to be emptied, the shed/dumpster trade is off since the dumpster pick-up has been suspended.

Work was completed on the gallery's movable walls, there was a safety concern on the tallest wall. A volunteer assisted with construction, but the gallery may receive an invoice for the work. The storage room has been cleaned and decluttered, Katy is looking to build a wall with a door to form an office in the back. Katy's partner, Connor, has volunteered to assist with building so the cost will be materials to GFAA.

There have been 47 responses to the member survey, the preference is to reach 100. A suggestion was made to have the survey available via iPad in the gallery. An iPad will be added to the gallery's wish list items.

Community Venue Artist Calls have been updated with future dates and sign-up information.

The \$1,000 donation from Friends of Elementary Arts has been received.

Katy continues to work on the Rosewood exhibit planning and will participate in an upcoming podcast, once completed the podcast will be posted to the GFAA social media accounts.

There are 310 active members, this is 67 more than last year.

Committee Reports

- Education:
 - Christine communicated the Friends of Elementary Arts opening is 1/26, there were 300+ attendees last year. The full-size artwork used for each student's sketchbook will be displayed with the student's work. Matches can be viewed on the FEA Facebook page. FEA is working to organize backpacks with sketchbooks and supplies for the students.
 - February workshop is How to Steal Like an Artist with Teresa Kirk.
 - The group discussed reaching out to Oak Hammock to post workshop fliers.
- Fundraising:
 - Carly is fulfilling the gifts related to the year-end fundraiser.
 - Katy, Susan working on a slightly different donation letter for a donation from an IRA account; looking to add a year-end donor letter with totals for taxes and an additional thank you.
 - Katy will send chamber intro zoom session date/time info out to the group.
 - Lexi asked if GFAA submits events to chamber's calendar.
 - Lexi suggested GFAA add a "Why I Donate" with member artwork to social media posts for small donors.
 - The group discussed adding a "donor" member, this is a continuation of previous discussion. Katy will add this member type and send a "donor" monthly newsletter. Donors will not be on the "Artist Calls" and other communications more relevant to artist members. Carly will design a year-end report for donors.
 - Lexi will inquire with UF around Gator Giving. Porchia mentioned previously that she would look for a UF group that might help with fundraising.
 - The Amazing Give is coming up in April. The group discussed targeting Panera, Home Depot, Michaels for matching donations.
 - Sara secured \$10,000 donation from Tower Hill Insurance Group.
- Old Business: N/A
- New Business: N/A

Wes called a motion to adjourn seconded by Christine, meeting adjourned at 7:50 pm.

Respectfully submitted by Sara McTigue Monday, February 5, 2024.