

**GAINESVILLE FINE ARTS ASSOCIATION**  
**BOARD MEETING MINUTES**  
**Monday November 21, 2022**

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

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

Present online: Chris Brundige and Estefania Torres.

Absent: Rebecca Hoffman, Lisa Klug and Porchia Moore.

Past minutes: Motion to approve October minutes moved by Sally Larson, seconded by Wes Lindberg.

**Presidents Report:**

- Susan Fulford apologizes for the November meeting delay;
- Big thank you issued to Katy and Emma for setting up for the Downtown Arts Festival and for everyone who volunteered. Lots of wonderful connections;
- Susan and Katy went to the Visit Gainesville Offices to meet with organizers and other recipients, and Alachua County Commission Meeting, and shared thanks for grant support;
- Oak Hammock exhibition was major success, with numerous awards for GFAA members;
- Language for the centennial banner will be finalized by Katy and Susan. Board members are again invited to share their ideas;
- Susan follows up the last board meeting update about the side yard redevelopment and proposes Luis Rodrioguez attend the next member meeting to give an update about changes. General agreement with questions to clarify the details of the current arrangement. Katy reports that payments for October and November have not been made, as well as other challenges in sharing the space;
- All board members and officers have agreed to stay on the board for 2023 meaning that according to the Bylaws no nominating committee is required.

**Vice Presidents Report:**

- Sally Larson reports that she's found a volunteer to support maintenance in the front garden going forward;
- The interior wall has been painted yellow, as well as the white walls of the gift shop. Lighting and furniture is waiting to be finalized;
- Sally reiterates it would be worth meeting with Luis and initiating lease negotiations, as well as bringing on board an attorney to represent GFAA's needs.

**Treasurer's Report:**

- Estefania Torres reports it's been a quiet month. There was additional income from intake fees. Food truck payments have not been received. New membership fees are

fairly consistent. Two sponsorship payments have been received. The next month finances should see grant reimbursements. There has been decreased expenditure on marketing following the national show;

- Susan requests confirmation of when the proposed budget for 2023 will be available. Estefania confirms for the January board meeting. No big changes anticipated, aside from Payroll.

### **Executive Directors Report:**

- Katy Lemle reports that the Assistant Position is ready to post (places to post to be determined) and the deadline for applications will be December 19 for review December 20, interviews starting January 6;
- There is a music show scheduled for early January in collaboration with How Bazaar/Dion Dia;
- Katy met with a representative for the Florida Humanities grant who did not think that the grant was appropriate for the History of GFAA exhibition. Now feeling uncertain about how to go forward with alternative funding. Sally asks if its worth contacting the Community Foundation and partnering with other organizations like the Matheson Museum;
- The Winter Showcase has been installed;
- Additional thanks to everyone who volunteered at the Gainesville Downtown Arts Festival. Important thing to reflect on for the future - the table set up was great, definitely might be an opportunity to show more work. The location was less than ideal, tucked between two buildings and hidden, could benefit from clarity on map. Community organizations potentially better served interspersed with artists or more clear connection that its community;
- Annual Member Business Meeting to be combined with end-of-year Christmas party, Saturday December 10, 2022. Katy encourages all board members to be in attendance. Christine asks if the pot luck is before or after the meeting. Katy confirms it will be after;
- Gallery is closed Thursday and Friday for thanksgiving. Artist pick up is December 22, 2022. Updates to be made to social media and websites about Holiday closures. Sign to be added to the door.

### **Committee Reports**

#### **Fundraising:**

- Katy reports that the 100-Year fundraiser has been launched and will continue until December 22, 2022. There is a marketing plan ramping up until the deadline. Sara suggests adding it to all radio, tv and paper advertising;
- Katy clarifies that people who contribute to the 100 Year fundraiser will be included on the donor wall for donations over \$100. The wall will also include prior bequests;
- Sara mentions that she needs help to put together 6 to 10 photographs or videos in preparation for the April Amazing Give that speaks to individual engagement in the organization (e.g.: board members, scholarship recipients, members, partner organizations/collaborators). Suggestions from the board include: leaning into the

narrative of the 100 Year Anniversary, finding support for production from interns, reusing material from Studio tour;

- Sara emphasizes that every member of the board is critical for fundraising. Everyone can think about fundraising for 15 minutes a month. A goal for each member would be \$5,000 a year. Sara can share templates, and tips and tricks for networking to increase donations. She suggests looking to businesses that you have an immediate connection with to start. Talk to their office manager or marketing. There is sponsorship package information that will be shared.

#### **Education:**

- Christine Brundige reports there have been two workshops since the last meeting. Candice MacCafrey is coming February 11, 2023 for Collage with Paper;
- Future workshops are in the planning stages including a Walking Photography workshop, Felting workshop and Water/Guache Workshops;
- The 2023 member meeting dates have been confirmed. Speakers to be determined, tentative list in development;
- Next education meeting will be January 6, 2023;
- Christine reminds everyone that the Friends of Elementary Art exhibition is in January and invites everyone to help assemble backpacks December 17, 2022 at Friends of Grace or December 19, 2022 at GFAA.

#### **Old Business:**

- No business to add.

#### **New Business:**

- Kyle announces that Santa Fe Spring Arts is returning to Santa Fe main campus, April 1 and 2, 2023. November 28, 2022 applications will hopefully open. February 1, 2023 is the deadline. Booth fees will be \$150. It will be student and faculty centered. They're aiming to include 75-100 artists + students/faculty + community organizations. Invitation for anyone to reach out if they wish to be involved;
- Estefania adds that it's worth expanding the GFAA workshops from art-focused to more administrative and business-focused;
- Next meeting is Monday December 12, 2022.

There being no further business, motion to adjourn by Wes Lindberg seconded by Kyle Novak adjourned at 8.05 pm.

Respectfully submitted by Emma Jensen, Secretary, December 11, 2022.