

GAINESVILLE FINE ARTS ASSOCIATION

BOARD MEETING MINUTES

February 13, 2023

The meeting was called to order at 6:31 PM by Susan Fulford, President. Quorum established.

Present: Kyle Novak, Sara McTigue, Susan Fulford, Sally Larson, Lisa Klug, Estefania Torres, Chris Brundige, Wes Lindberg and Katy Lemle (Executive Director)

Absent: Emma Jensen, Rebecca Hoffman and Melody Vaughn

January minutes: Sally Larson motioned to approve minutes with corrections as noted, Wes Lindberg seconds. Motion carried.

President's Report:

Susan Fulford and Katy Lemle are still dealing with the lease and lease amendment. On January 26, 2023, a property management meeting was held with Jose Iglesias, Katy Lemle, Susan Fulford, Tom Hart, Luis Rodriguez, and Andy Pineda. As such, decisions were made for *Cuban Bros* to take over lawn service (\$120/month) and for Jose Iglesias to write the amendment. Susan sent the amendment to Patrice whose comment was "legally insufficient" and requested a rent change from \$4000 to \$3800. Susan says the bottom line is the GFAA Board is advised not to sign. These comments were sent to Jose Iglesias, who has not responded yet. Susan imagines the issue is contacting Keith Perry.

Susan states we will still have "non-exclusive" use of the outdoor space, which can be managed via the shared Google Calendar named "1314 Main Happenings." The calendar and events heretofore are first come, first serve.

A Studio Tour Meeting was held with Susan Fulford, Wes Lindberg, Deb Lindberg, Michelle Nagri, Peter Nagri, and Katy Lemle. The meeting decided that there would be a kick-off party on July 14 6-9 PM at the gallery, followed by tours on July 15-16 10-5 PM. They are still debating whether or not artists will be exhibiting at the gallery at the Friday night kick-off event. They are also still deciding whether to allow artists to share a studio for the tour date. Studios will not be open Friday night, everyone will be directed to come to the gallery.

The Summer Showcase will be occurring at the same time as the Studio Tour weekend so the idea is to get maps and exposure to the gallery before the tours.

The first Star Donor Preview night took place and Susan said it went very well. Susan would like to see a few more people attend next time, but turnout was expected to be small at first. The Star Donor Events are advertised as monthly, but after the donors were canvassed, Susan

thinks quarterly is enough. It's a lot of work, it's expensive, and one donor expressed her donation was to help the gallery, not to feed and entertain donors. Sally asked if the Star Donor Event could be held twice a year, to which Susan responded if attendance keeps going down, it will be considered.

Some of the suggestions donors had were 1) make our labels larger 2) spotlight artists from Oak Hammock. Sally mentioned putting Oak Hammock artists in the front and ongoing exhibitions in the back of the gallery. Katy responds that it will probably be a few months before there is a meeting with the programming committee to solidify this idea and come up with new ideas.

Susan wants everyone to know that the first reception of 2023 was a *huge success*. The final count was 300+ people in the gallery. The FEA exhibition was an amazing addition, benefiting everyone. Christine wants to reserve a spot with FEA for a spot for next year. Katy wants it to be a bigger show that takes up the whole space. Christine expressed that some of the teachers didn't understand the FEA objective, therefore didn't participate. Sally wants to zoom in or Facetime with her student, since she didn't come to the FEA opening reception. Sally will talk with Linda Henderson to contact that student. There were 10 leftover sketchbooks by the end of the night,

For Member Meeting dates, it is on Katy's list to contact everyone and share the dates.

Susan was hoping to have an estimate from Signs Unlimited for a banner or sign but apologized for the delay. She wants to go to their place of business and see what they have to offer. Therefore, no report on price differentiation for banners or whether we should continue with a banner over University Avenue. The board will vote at the next meeting.

Christine asks when the year is up for the Sweetberries Art Show as she would like to have her art back by July.

Vice President's Report:

Katy and Sally keep looking at furniture for the gift shop. Preferably, they find something like a table arrangement that doesn't take up too much space. Currently, in the gallery, there is no spot to have a private meeting. They would like to find something permanent that could be arranged easily. Ideally, 2-3 small modular tables. Lisa comments that it could be on the edge of a statement piece and something practical. Sally said she wants something inviting.

As far as chairs, Sally is in search of ideas but is open to using the ones we own. Depending on the table choice, new chairs might be purchased.

Sally aims to replace the light fixture (currently fluorescent) in the gift shop. Everyone agrees, and Katy suggests track lighting.

Sally reminds everyone of the garden party for Saturday February 18. She has emailed 8 people who want to or have worked out there. Mary Reid is coming to discuss plans for the front garden.

Treasurer's Report:

Este went over the 2023 projected budget. It is as follows:

1. Artist exhibition fees: \$14,250
 - a. Less paid exhibitions for this year
 - b. Several events that aren't ticketed because focus on GFAA and their legacy
 - c. Leads to 2023 being less than 2022
 - d. No National Show
2. Art Sales
 - a. Less than anticipated, much lower than 2021
 - b. Mostly due to economy, people aren't really buying extraneous purchases
3. Projected grant numbers
 - a. City of Gainesville, Visit Gainesville, State Grant
 - b. Increased projected balances for each grant accordingly
 - c. Received a lot more for Visit Gainesville
 - d. Max award for State Grant
4. Memberships: aspirational
 - a. Based on last year's figures
 - b. Centennial celebration: great source of attention for organization
5. Workshop Fees: aspirational
6. Anonymous Angel
 - a. Lowered accordingly due to less donation amount
7. Rent receiving from SAW and Nail Tech
 - a. Most fees are up for negotiation
 - b. Used what we've been charging them recently, don't believe that will go lower.
8. Donations and Sponsorships
 - a. Number that is the most estimated, mainly used to balance the budget and make sure revenues and expenses are equal
 - b. A little less because last year received three large bequests, anticipated to only be one time.
9. Expenditures
 - a. Mostly Katy's salary
 - b. Salary for newly hired assistant
 - c. Rent is still \$4000
 - d. Utilities, internet, building maintenance
 - i. Based on specific categories
 - ii. No longer paying monthly for lawn care
10. Advertising and Marketing
 - a. Based on Visit Gainesville Grant
 - b. Have to spend the money they give us, can't leave any money on the table

11. Awards
12. Charitable contributions
 - a. Ways to help the community - trend for 2023 - money aside for charitable contributions anytime we have the opportunity
13. Operational fees, licenses, and sales tax
 - a. Pretty set
 - b. Sales tax based on projected art sales
14. Balance of \$600 for technical support
15. Accounting and bookkeeping
 - a. Moved from paying independent contractors to paying for monthly software
16. Federal Work Study students
 - a. Decreasing
 - b. A lot of work being done by FWS students will be taken up by new operations assistant
17. Grant writing
 - a. Michelle has been paid for more hours helping GFAA with grant-writing
18. Judges
 - a. Contactor balances set on exhibitions
19. Studio Tour Directors
 - a. Slight increase from last year, so slightly increased for this year. Not a number that changes drastically
20. Musicians for Artwalk
 - a. Continue throughout the years, a great expense
21. Food, beverage, entertainment
 - a. Recently, we've been making payments for entertainment outside of the musicians
 - b. Centennial celebration coming up: merged the categories
 - c. Increased budget for centennial celebration
22. Office Supplies and Software
 - a. Miscellaneous expenditures that run across several financial categories
 - b. Association Software, moving forward, will only be a yearly fee. Slightly less because of a lack of setup fees
23. Sales Proceeds for Artists
24. Workshop Artists and fees
 - a. Changes very slightly, increasing slowly
 - b. Rounded up the number from last year
25. Centennial Party Fees
 - a. Mostly comes from Visit Gainesville grant

Susan had a question about the income of the food truck. Este had already subtracted it from the budget. A \$250 possibly utility fee was added. Susan also commented on the Donations and Sponsorships number maybe being too high. Katy responded by saying the budget is done this way to determine what to do with donations and sponsorships, and that it is a lot, but it's what's needed to balance the budget this year. Este said that we'll find a way to get revenue from non-

ticketed events. It's a catchall account [sponsorships and donations] that can catch all the miscellaneous increases of events throughout the year. Katy responds by saying the sense of revenue was estimated down and expenditures were estimated up. Sally points out that that's not what's happening here. The donations are doubled from 2021. Katy says in all of the categories we're rounding up expenditures.

Sally asks about Federal Work Study Students: Are we reducing the number of hours due to Carly? Katy: Yes.

Sally asks if the \$44,000 is mostly from the Visit Gainesville grant. She says the money should be at the top because it's revenue. Este says it's under both expenditures and revenue because we have to spend that money. Sally proceeds to say she's disappointed that the projected budget is not right beside the amount that we spent last year. She asked to have those numbers in the budget. The two numbers side by side would be clearer. Sally is requesting the 2022 actual spending numbers to be listed right next to 2023 projected budgets.

Susan remarks on food, beverage, and entertainment: I'm not sure what entertainment we're talking about. Katy: That's about the one anniversary party. Musicians are basic entertainment, but there might be other entertainment for the Centennial Party.

Sally moves to approve on the projected budget and Wes seconds. Motion carried.

Executive Director's Report:

Katy introduces Carly, the new Operations Assistant. Carly introduces herself to the board.

Katy moves on to memberships and renewals. There are 248 active members. In January, there were 13 renewals and 16 new members. Katy and Carly will be reaching out to seek more renewals.

As far as scholarships, the deadline was extended due to spots needing to be filled. Everyone will be notified February 12. The financial needs scholarship was not able to be given to three people who already received the scholarship, we need the space for other people to have the opportunity. 5 scholarship slots were empty for BIPOC. After the INCLUSION show, possibly more artists will be interested in the spots for the diversity scholarship. We have more scholarships this year than last. Someone reached out to Katy wanting to sponsor another scholarship - estimated to be ~\$350.

Katy reads out loud the INCLUSION Exhibition statement. No fee, no membership required, first exhibition based on governing values decided on for organization. The subject has a lot of feelings involved in it, so Katy wrote a statement for the members. One member reached out that felt triggered by original call verbiage. Singling out acknowledgement that the organization has been historically white and older. Katy aims to explain more on INCLUSION. If anything stands out or triggers emotions, let it out!

Lisa: didn't we have some African-American board members at some point? What happened to them? Katy: Porchia would like to come back in August. Melody is moving to Atlanta.

Sally: underlined "we are growing, and have more than enough room to welcome and accommodate new people without taking space from those who are already here." She REALLY likes this. Katy: We met with Ben Zidonik, DEI Director for the City of Gainesville. Everything is thought of as a single pie, and it is a finite resource.

Susan: third paragraph, third sentence. Rather have the word "choose" instead of "pick."

Katy: there was a sense of exclusion, Sally: I'm not important anymore. Katy: It makes sense that people have these reactions.

Christine: second paragraph "why is it important to us..." check the spelling on comradery to "ie" not "y."

Sally: first paragraph, last sentence. "That's why it's important to acknowledge..." "had" → "has been predominantly white"

Katy recently got an email that expressed "it's great that you're making up for years of discrimination, however you're discriminating against me." Katy: What are you not able to do now because of these efforts?

Katy went to Trinity Reception Sunday - show really great, announced award winners, artists came up to talk about their work.

Committee Report

Saturday's workshop, Candace's, had 16 participants. Figures to put in for workshops this year. We did really well and everyone seemed to be having a great time.

Education Meeting - discussed workshops in the future and into 2024.

FEA show was spectacular / phenomenal / fabulous.

Katy: For the CoLab workshop, we're moving forward with it, as a lead up to the Co-Creation Exhibition. We don't need anything from the Education Committee. It's meant to bring people together for collaborative projects. Bess DeFarber: Collaborating with Strangers, March 18 & 19. We had a donor so that it would cost only \$30. Katy and Carly will reach out to UF Departments. Folks can register as either a visual artist or someone wanting to collaborate with a visual artist. It's basically two sides of speed-dating.

Old Business - None

New Business: Oak Hammock - Lisa: a thought for some other year: an exhibition of artists who have since passed away. Susan wants to keep it evolving and changing.

There being no further business, motion to adjourn by Wes Lindberg, Kyle Novak seconds, adjourned at 7:57pm.

Sara will be working on the gift gab (interface for Amazing Give, April 20) need to start ramp up in March. We should set our goal to \$10,000 instead of \$5,000.

*NEXT MEETING: March 13, 2023, @ 6:30 PM

**This meeting will be in person and via Zoom

***Meeting interrupted with technical issues at 7:32 PM via Zoom