

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

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

Present in Person: Susan Fulford, Katy Lemle (Executive Director), Sara McTigue, Kathy Faraone, Lexi Braun, Wes Lindberg, Wanda Burnette-Walker

Present via Zoom: Charlotte Newman

Absent: Sally Larson, Rebecca Hoffman, Kyle Novak, Chris Brundige and Porchia Moore

Past minutes: Motion to approve March minutes moved by Wes Lindberg, seconded by Kathy Faraone.

Presidents Report: Susan Fulford reminds everyone that was on the board in 2023 to submit the form related to the upcoming IRS 990 filing. 2023 volunteer hours also need to be reported to Katy.

Susan provided an update on the lease and shared her follow-up with the landlord regarding the rent, the communications between GFAA and the landlord's representatives over the past many months, and the organization's desire to execute the lease. GFAA signed the most recent versions of the lease but has not received a counter-signed, fully executed copy in return. Without a fully executed lease, the organization is legally on a month-to-month basis in the building. GFAA has received invoicing and paid the \$3800/month rate that is included in the most recent document signed by GFAA. Susan will continue to follow-up and escalate.

This coming weekend, April 13-14, is the Santa Fe Spring Arts Festival. GFAA Board Member, Kyle Novak, leads the organization of the festival for Santa Fe. Susan encouraged everyone to go check it out, sure to be a great event. Many GFAA members are exhibitors.

There is a reception at Oak Hammock on Sunday 4/21, many GFAA members are participating in the exhibit. GFAA will include the reception details in the next newsletter. Susan encouraged everyone to attend.

Vice Presidents Report: n/a

Treasurer's Report: Kathy reports there is some clean-up needed in QuickBooks, there is an A/P account error that can be seen in the March financials. Revenue is an issue. The group discussed drivers for revenue, the spacing of different types of exhibits, income from curated exhibitions, art sales, etc. Katy noted that timing is always an issue when looking at the financials. Reimbursements and other pending fee revenue often come in after the close of the month. While, in general, there are no worrisome trends, revenue and fundraising are needed.

Executive Directors Report: There are 289 current members. The work-study student is reaching out to members that have not yet renewed. Lexi suggested exit-interview type information be recorded for the organization's knowledge.

The next exhibition, Disruption, is the member drive and there is no entry fee for artists.

Katy has been working with Skip Snow to prepare for the biennial national juried exhibition. The inspiration is based on the book *The Heat Will Kill You First* by Jeff Goodell. Jeff Goodell has agreed to be a juror. Jane Gilbert, Miami-Dade's Chief Heat Officer, has also agreed to be a juror for the exhibit. Katy is pursuing sponsorship from the Florida Climate Institute. Lauren Groff, author and owner of the new Lynx Book Store opening in South Main Station soon, is partnering with GFAA to offer the inspiration book for sale at the reception. Katy and Skip are reaching out to the city to coordinate communication around Gainesville's climate plans. A lot of exciting contacts for the organization and exhibit! Lexi suggested reaching out to Anna Prizzia, Anna is running for County Commissioner on an environmentally focused platform.

Katy has been working with Anne Gilroy at the Thomas Center on an upcoming fiber exhibit titled Soft. The exhibit has expanded to the main gallery, reception is May 2 at the Thomas Center.

Michelle Nagri is working on the city and state grants which are due in May and June respectively.

The gallery hosted an Afro Roots Dance and Drumming event organized by GGIC on Friday, April 6. GGIC events have been positive. There were back-to-back events/workshops in the gallery this past week. Katy discussed giving additional thought to scheduling to allow time for the space to change over between events.

There is a member meeting on April 18th from 5:30-7:30; Lisa Iglesias will be speaking. The meeting will be offered on Zoom and in-person.

Committee Reports

- Education:
 - Chris is out, Katy shared that the mini workshops have been well-received.
 - Linda Zidonik has resigned from the Education Committee. Thank you to Linda for her many contributions!
 - The group discussed using Vimeo to offer content around the business of being an artist: how to set-up an LLC, writing your CV, etc.
 - Could this be a member benefit or a package for sale (revenue stream)?
 - Suzanna Winton's two-day workshop went well. There were a few scheduling, set-up issues the group discussed in relation to the back-to-back events in the gallery space.
- Fundraising:
 - Katy sent out peer-to-peer links to the board for the Amazing Give which is from 8am-8pm on 4/25.
 - Each board member has a goal to raise \$500, GFAA's goal is \$5,000. GiveGab retains 3% of the money raised through their site for the Amazing Give (this \$150 on GFAA's goal of \$5,000.)

- The group further discussed ways to spread the word about Amazing Give, expanding the year-end fundraising campaign, offering a monthly art raffle, and organizing a benefit concert or party later in the year.
- Old Business: The group briefly revisited the Emerging Artist idea that Charlotte shared in March. Katy and Charlotte had prior dialogue around tabling the idea for now. Katy encouraged everyone to go ahead and pay for an artist's membership if you see someone that inspires you. This happens already today.
- New Business: Wes motions to approve the resignation of Sally Larson as Vice President, Kathy seconds. Sally's resignation is accepted. GFAA and the entire board thank Sally for her hard work and dedication and look forward to continuing to see her at the gallery. Susan asks if a current board member would like to step-up to the VP role, please reach out to her.

Kathy called a motion to adjourn seconded by Wes, meeting adjourned at 7:49 pm.

Respectfully submitted by Sara McTigue Wednesday, April 10, 2024.