

**North Shore Arts Association of Gloucester, Inc.
11 Pirates Lane, Gloucester MA 01930**

**Annual Meeting -- August 27, 2017
MINUTES**

Secretary's Report – Andrea van Gestel, Recording Secretary

The reading of the minutes of the August 28, 2016 Annual Meeting was waived, and those minutes were accepted as presented.

The minutes of the Special Meeting of the Artist Membership held on October 2, 2016 were read, and those minutes were accepted as presented.

President's Report – Anne Demeter, President

We have enjoyed another great season, our 95th. I often think of those dedicated artists who founded this glorious Association for us, and their relationship to the building's previous owner, Mr. Thomas Reed. Mr. Reed rented rooms next door to artists, and obviously enjoyed their company. It is our responsibility to maintain this historic home for future American artists. This is a constant struggle. The Board of Trustees has a long list of needs for our Association: to improve the heating system for the staff, the lighting for the artists, the maintenance of the property, to augment our endowment fund, and repair the front of the building.

We constantly search for funding sources. Maybe you have ideas to share?

Thank you to our artists for their donations of art and time to our fundraisers. Thank you to our donors for caring about this glorious place. Thank you to our dedicated Board members and volunteers – you keep us in business, along with our delightful, hardworking staff.

We all look forward to the upcoming Charles Movalli show. He was one of our steadfast heroes.

Treasurer's Report – Larry Swift, Treasurer

Detailed reports are available for Artist Members.

The following summarizes NSAA's operating income and expenses for the period 2014 through 2017. This information was compiled from the financial statement prepared by the outside auditing firm and from NSAA's profit and loss statements prepared by the bookkeeping firm. This information does not include the donations to the building fund, as these amounts were earmarked to restore the water side of the building and are not considered operating funds.

Some notes and observations:

The totals are NOT equal to the category data as only the major categories are listed. For 2017, the August auction sales and expenses have been included to show the year-over-year trend. Income is down from 2014, but expenses are down more, resulting in a gain for 2016 and, hopefully, a minimum gain for 2017. The largest and most reliable sources of income are rent (primarily the marina) and dues. Art sales have been trending down, as have auction sales. The amount of donations is disappointing. Over the past 12 months, only 20% of the membership has contributed to the annual appeal. Increasing this low participation would help NSAA in a number of areas. Our current needs

are new interior lighting, functional heaters, and restoration of the front of the building. Expenses are under control, and, for some categories, are down considerably over the reported time period.

NSAA's challenges going forward are to increase income, strengthen membership participation and continue to stabilize the building. The Association needs your participation in order to ensure continued viability and to improve the member and public experience.

SUMMARY OF OPERATING INCOME AND EXPENSES

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017 YTD (1)</u>
<u>INCOME</u>				
Art Sales (2)	\$173,120	\$63,050	\$50,850	\$18,475
Workshops	\$6,425	\$8,420	\$8,285	\$2,635
Auction (3)	\$76,175	\$51,795	\$31,000	\$26,755
Donations	\$30,165	\$15,635	\$18,845	\$4,870
Dues	\$34,725	\$34,075	\$32,955	\$36,280
Rent (4)	\$50,100	\$56,570	\$58,900	\$41,690
Special Events	<u>\$109,525</u>	<u>\$15,400</u>	<u>\$13,275</u>	<u>-0-</u>
TOTAL INCOME	\$482,356	\$249,290	\$240,600	\$148,930
<u>EXPENSES</u>				
Payments to Artists (5)	\$126,315	\$60,425	\$55,400	\$24,240
Awards	\$4,625	\$9,500	\$6,975	\$3,800
Fund Raising	\$39,615	\$2,155	-0-	-0-
Professional Fees (6)	\$38,990	\$24,520	\$18,960	\$5,190
Facilities/Utilities (7)	\$24,725	\$22,075	\$17,230	\$15,215
Office & Related (8)	\$42,840	\$17,395	\$11,100	\$8,665
Insurance	\$5,860	\$7,300	\$6,150	\$5,055
Payroll	\$94,830	\$80,250	\$80,900	\$47,925
Special Events	<u>\$113,105</u>	<u>\$25,035</u>	<u>\$5,000</u>	<u>\$2,785</u>
TOTAL EXPENSES	\$504,990	\$263,017	\$218,965	\$113,900
OPERATING GAIN/LOSS	-\$22,634	-\$13,727	\$21,635	\$35,030

Notes:

- (1) Through July 2017 + August Auction
- (2) Paintings, Sculptures, Bin & Mini, Hats, Books
- (3) Includes Tickets
- (4) Marina/Building Rental
- (5) Art Sales/Auction/Workshops/Cards
- (6) Accounting/Bookkeeping/Bank & Credit Charges Fees
- (7) Includes Real Estate Taxes and Depreciation
- (8) Supplies/Postage/Office Expense

Gallery Director's Report – Linda Cote, Gallery Director

Exhibitions/Receptions

The 2017 season has welcomed 3,000 visitors to date (same number through August 2016). Art sales are approximately \$22K, down \$13K from 2016. This may be attributed to the fact that we did not start the season with a retrospective show or special event as in 2014, 2015 and 2016. We hope to see sales numbers improve as the season progresses with Exhibition III, IV and the Charles Movalli Retrospective. All receptions continue to be very well attended and lively. We are very grateful to our Hospitality Committee, with special thanks to Hospitality Co-chairs Susan Manning O'Briant, Nancy Caplan and the many, many volunteers for making these gatherings so enjoyable.

Annual Program Guide

Our Annual Program Guide has increased in popularity, and each season has expanded in scope. The 2017 edition expanded from 44 pages to 64 pages, and included our calendar, exhibitions, awards, history, workshops, rental information, special events, art facts and an article on NSAA's building restoration progress. Fees collected from 48 advertisers (up 14 from 2016) covered printing costs and brought in just under \$5K in profit. Plans are to expand the guide even further for 2018 – we welcome your input! Reservations for advertising space in our 2018 Guide will begin October 1st.

Education

Nine workshops and classes were offered this season. We are exploring some new programs that include invitational instructors. We have reached out to four nationally known artists for October workshops: Evelyn Dunphy, Mitch Baird, Eric Jacobsen and Robert Simone.

Rentals

We continue to expand marketing of our galleries for rental purposes. This is still done primarily via collaboration with high end local caterers. So far this season we have had one wedding, one birthday party, and one cocktail party. We have booked one rehearsal dinner and one wedding so far for 2018. The Board and I are also exploring the possibility of renting our galleries for lectures, book signings and performing arts events. Our studio space is now available for rent for private use by artists, fee to be considered on a case by case basis.

Community Outreach

Our theme and focus for 2017 continues to be "Art In Action - Connecting Communities". Thus far this season, the following collaborations took place:

- Annisquam Art Club had a group of 5 (their enrollment is down) young girls at NSAA to sketch from Artist Members' works in our galleries.
- Rocky Neck and NSAA submitted a joint venture grant. NSAA was awarded \$2K from the City of Gloucester to be used for marketing/cross promotion.
- Cape Ann Animal Aid and NSAA had a fundraising silent auction of works donated by our Artist Members. Proceeds were split 75% to NSAA and 25% to CAAA.
- Cape Ann Plein Air - I continue to be an active member of the Steering Committee. NSAA will again be the welcoming and registration venue for this event October 8th-16th. Please visit The CAPA website www.capeannpleinair.com for more information.
- Art New England Magazine held their "Launch Party" at NSAA on August 17th. The event was an enjoyable evening, well attended, with great food, drink and live jazz - open free to the public.
- Manchester Women's Club will be visiting our galleries on October 3rd to view the Charles Movalli Retrospective.

- Rose Baker Senior Center has been invited to visit the galleries. The invitation was accepted and they will be visiting mid-October.

Publicity/Marketing

Exposure for NSAA continues to increase via our website, Facebook, Twitter and our Blog. We continue to send press releases to local media outlets and have increased our advertising budget so we may take advantage of print media opportunities as well. We ask our members to partner with us to cross promote NSAA via your personal websites and social media platforms. Post images of your works available for sale in our galleries. Please like, follow and most importantly SHARE our Facebook page and posts. This may evolve (even if slowly) into online sales opportunities.

Volunteers

"The smallest act of kindness is worth more than the grandest intention." ~ Oscar Wilde

I repeat this every year, as I do not know how to say it any better – volunteers are the life-blood of any non-profit. Our members repeatedly step forward to help in so many ways. I cannot name an event that did not have an abundance of volunteers. Know that NSAA is so very grateful for your generous contributions. This support is what has made each event a success.

Special Thanks

The entire staff thanks the membership for their ongoing support and positive input. Our sincere thanks to our membership for offering ongoing contributions of incredible art, donations and volunteer hours. We are all very proud of our Association and so very grateful to be part of such an important and vibrant cultural organization.

Thank you to our remarkable staff: Rebecca Siswick Graham, Rob Sibelle and Kathy Staab, Assistant Director. It is such a pleasure to work with a team so dedicated to the success of our Association. They work with enthusiasm, passion and good humor. In closing, I wish to express sincere and warm appreciation to the NSAA Board of Trustees for their support of the entire NSAA team and their tireless efforts in support of our Association. It has been the highlight of my career to work with them.

To all of the membership and friends of NSAA, please know my door is always open for your comments and concerns – or just to say hello.

House Committee Report – John Strohmeier, Chair

The end of last year culminated with the completion of renovations to the harbor wall of the gallery. I would like to take this opportunity to thank all those who donated time and money towards the completion of this project. The cost came in slightly above estimate. This year there have been small achievements, culminating with painting the front of the gallery.

1. New bins were installed in the vault. With the help of many, the vault has been reorganized. Cataloging our museum collection is in progress. Hopefully, this will be a project completed this coming year.
2. A safe was purchased to store valuable papers, eliminating the need for a safe deposit box.
3. New card racks were purchased to replace the old space consuming displays.
4. New road sign was installed.
5. Basement pocket doors replaced with sliding doors.

6. Painting “North Shore Arts” on the harbor side of the building is moving forward. Thanks to our President, a variance to exceed signage regulations has been submitted to the Zoning Board, and a decision should be known by the annual meeting.
7. Clapboards have been replaced by the stairs to the porch. My thanks to Paul Dobbs for his fearless assistance. I needed someone to climb the ladder.
8. The front of the building is to be painted starting August 28. This fall or early spring we need to spruce up the inside of the building with a fresh coat of paint. This, hopefully, will be done by volunteers from the membership. Anyone interested in helping should contact me through Linda.

Unfortunately, some projects, lighting, HVAC, etc., have been put on hold for lack of funds. In order to preserve our association and the building in which it resides, donations from all members to the annual capital drive are desperately needed. To those who have given, we thank you. This is your gallery and it needs your participation.

NSAA Endowment Trust Report – Allan van Gestel

The Endowment is a separate trust instrument, created in 2011 for the benefit of NSAA. Its principal cannot be touched until its balance reaches \$1 million.

In January 2012, the market value of the Trust was approximately \$75,000; the market value today is just short of \$130,000. From 2012-2017, the endowment has been able to distribute to NSAA approximately \$12,500.

The criteria for selection of the Endowment’s Trustees are one Trustee, if available, shall be either a former President or Treasurer of NSAA; and one Trustee shall be a corporate fiduciary or an individual with expertise in finance and investments.

I urge you all, both annually and in your estate planning, to consider a contribution to the NSAA Endowment Trust.

Ballot: 2018 Trustees and Jurors

Ballots were distributed to Artist Members, who voted for Trustees, the Artist Membership Jury, and the Exhibition Jury. Elected were:

Trustees: (elected for a three-year term): Timothy Neill and James Daly.

Exhibition Jury: Andrew Anderson-Bell, Joan Bediz, Nancy Caplan, Barbara Donnelly, Susan Field, Michael Foley, Dina Gomery, Susan Guest-McPhail, Judythe Meagher, K. T. Morse, James Oliver, Arlene Richardson, Kathleen Staab and Janet Sutherland.

Artist Membership Jury: John Caggiano, Nancy Caplan, Susan Kelley, Tom Nicholas, Mary Rose O’Connell, Dale Ratcliff and Betty Lou Schlemm. Alternates: J. C. Airoidi, Donald Doyle, Lynda Goldberg and Charlotte Roberts.

President's Award – Anne Demeter, President

The President's Award was established and endowed by Ron Straka, a past President and a continuing advisor. To be presented annually, it is an honor bestowed on a Trustee or Trustees whose service to NSAA has been extraordinary.

The President's Award for the year 2017 was awarded to Larry Swift.

The following committee reports, although not presented at the Annual Meeting, were made available on NSAA's website prior to the meeting. Committee chairs were present at the meeting and available for questions and comment.

Arts and Exhibitions Committee – Anita Johnson and Lenice Strohmeier, Co-Chairs

The 95th Anniversary year of North Shore Arts Association (NSAA) features four Artist Member Exhibitions and two Associate Member Exhibitions. The Gordon Grant Room and Hall Galleries displayed work by nine Artist Members.

During Exhibition I Katalin Spang and Lynn Wrona had lovely shows in the hall. Exhibition II brought the innovative work of the Rockport Art Association Experimental Group to the walls of the Gordon Grant room and a well-designed show of exceptional paintings by Richard Giedd, George Martin and Susan Kelley finished the second exhibition. Exhibition III began with the work of Shelly Eager and Brent Rotsko in the Gordon Grant Room followed by Kathleen Staab and Michele Kenna.

The grand finale to the 95th season will include The Charles Movalli Retrospective in the upper gallery during Exhibition IV and the Artist Members' Masterworks in the first floor galleries. The Masterworks Show will be non-juried with no restriction on whether the pieces have been previously exhibited at NSAA or whether or not they are for sale.

NSAA is grateful to Dale Ratcliff Movalli for the honor of hosting the work of Charlie...beloved Artist Member and friend. There will be four gallery walks during the show. One each by the following: Dale Ratcliff Movalli, Judy Curtis, Betty Lou Schlemm and a group led walk by Marilyn and Larry Swift with Ed and Sharon Carson.

On September 30 from 2-4pm well known spiritual medium Kevin V. Coan will be doing a live demonstration at NSAA. More information on this fundraiser and ticket prices will be available very soon.

Many thanks to the A&E Committee for all their hard work and expertise designing and hanging exhibitions.

Acquisition Committee Report – Peter Tysver, Chair

Four paintings were donated to the museum collection since our last annual meeting.

The donated works are as follows:

Cyclamens by Michael Stoffa, an oil measuring 30" x 20", was donated by Dorothy Ramsey Stoffa. Three small, hand painted posters from the 1940's advertising the annual auction and the artists' ball were also donated by Dorothy Ramsey Stoffa.

Schooner Adventure in Gloucester Harbor, an oil measuring 36" x 36", the last painting completed by Charles Movalli, which was hung in memoriam last season, was donated to the museum collection by Dale Ratcliff. The painting is currently hanging in the center of the stairway wall.

Smith's Cove, an oil painting measuring 16" x 20", by Carleen Muniz, former Treasurer of the North Shore Arts Association, was donated by her cousin Paul Muniz. The painting does not have a frame and is currently being shown in the Members' Room in a frame lent to us by Christine Waller. A donation of a 16" x 20" frame for this painting would be gratefully appreciated and would be tax deductible.

Pirates Lane, a watercolor of the North Shore Arts Association gallery by Deb Schradieck measuring approximately 20" x 14", was donated by the artist.

Seventy-five old exhibition booklets including *North Shore Arts Association*, *Cape Ann Festival of the Arts*, and *American Watercolor Society* were donated by Johanne Davidson.

The North Shore Arts Association thanks these donors for their generosity and interest in expanding our collection.

In May the new painting storage racks constructed by John Strohmeier were moved into the vault. The Acquisition Committee wishes to thank John for his time and energy in making these improvements to the vault.

John also acquired a small safe for the storage of important documents, to be housed inside the vault. This allowed us to close out the under-utilized safe deposit box that the North Shore Arts Association had maintained for many years.

In order to move the new racks into the vault, most of the paintings in the vault had to be temporarily moved out and then reinstalled. This was accomplished quickly with the help of Trustee volunteers Carmela Martin, Donald Doyle, Karl Frank, Anne Demeter, and John Strohmeier; and Linda Cote. Thanks to them all for making the task go so quickly.

Two goals for the museum collection going forward are to arrange the collection in a more logical manner, including better labeling; and begin a project to digitize the catalog of our holdings.

In honor of our 95th anniversary a display of historic materials from the early years of the North Shore Arts Association was assembled and shown in the display case in the upper gallery through July. For August this display was changed, and a selection of post cards by deceased members, of their own paintings, is now on display in the case. This interesting collection has been loaned to us by Ted Tysver, former North Shore Arts Association historian. A collection of small original art works by early members is planned for the case in September.

The North Shore Arts Association again wishes to state its desire to add works to our museum collection. We welcome any donations, noting that quality is important. We are especially interested in works by founding and early members. Many of these early members were very distinguished artists who are well known far beyond Cape Ann. Anyone interested in donating works can contact our gallery manager, Linda Cote.

Also, again this year we wish to call attention to the fact that with the building of a permanent collection comes a commitment to maintain and preserve the collection in good condition for the enjoyment of future generations. The conservation of works of art requires the expenditure of funds. Any donation, however small, for conservation of works in our museum collection, would be welcome. Please contact Linda Cote if you are interested in making a contribution.

Awards Committee Report – Christine Whalen-Waller, Chair

The 2017 Prospectus reflects the retirement of a number of our older, smaller rewards, which was the result of a huge research effort led by Lennie Strohmeier in 2015-2016, during which the history and original terms of each of the awards and the dollar amounts still available in CD were investigated.

11 awards were retired as of the end of 2016 season for a loss of value of \$650.00:

Aldro T. Hibbard Memorial Award (\$25.00)
Beverly A. DeMont Memorial Award (\$25.00)
Emile A. Gruppe Memorial Award (((\$25.00)
Frederic & Elsie Reinert Memorial Award for Excellence in Landscape (\$75.00)
James G. Saunders Memorial Award (\$50.00)
Joan Jarmin Memorial Associates Award for Excellence in Watercolor (\$100.00)
John Paul Manship Memorial Award for Excellence in Drawing (\$25.00)
Harry Ballinger Memorial Award for Excellence in Graphics (\$200.00)
Margaret Fitzhugh Browne Memorial Award (\$25.00)
Richard Recchia Memorial Award for Excellence in Sculpture (\$25.00)
Ruth Anderson Memorial Award (\$25.00)

2 Awards were not funded this year for a loss of \$100.00

One corporate award (art materials package), value not stated
One memorial award due to donor decision to contribute instead to the building restoration effort

Total loss of value = \$750.00

Changes in value to existing awards for a gain of \$120.00

Terry Ludwig Pastel Award for Excellence in Pastel is now valued at \$160.00 (+ \$20.00)
A second Blick Art Materials Award Gift Certificate for an Associate Member has been added (+\$100.00)

New awards added in 2017 for a gain of \$709.45

The Artist's Family and Friends Award in honor of those who support the artist (\$100.00)
Charles Movalli Memorial Gold Medal (\$200.00 monetary award) and handcrafted cast medallion
3 H.K. Holbein, Inc. Artist Materials Awards (valued at \$309.45)
Robert Stefani Associates Award (\$100.00)

Total gain of value = \$829.45

Net gain awards value for 2017 = \$79.45

2017 distribution of awards (total awards value = \$9,965.00)

Exhibition I Artist Members Non-Juried (May 5-Jun. 10, 2017) 13 awards valued = \$2,860.00

Exhibition I Associate Members Non-Juried (May 5-June 10, 2017) 8 awards valued = \$550.00

New Artist Members Show (May 5-Jun. 10, 2017) 3 awards valued = \$200.00

Exhibition II Artist Members Juried (Jun. 16-Aug. 5, 2017) 13 awards valued = \$2,715.00

Exhibition III (Small Works) Artist Members Juried (Aug.11-Sept. 9, 2017) 13 awards valued = \$2,745.00

Exhibition II Associate Members Non-Juried (Sept. 15- Oct. 28, 2017) 11 awards valued = \$895.00

Exhibition IV (Masterworks) Artist Members Non-Juried (Sept. 15-Oct. 28, 2107) no awards

Blog

Since the date of the 2016 Annual Meeting, 12 new posts were written and published on the NSAAQuickstARTS blog, (<http://nsartsa.blogspot.com>), among them an introduction and profile of each of NSAA's 31 new artist members, and multiple articles pertaining to the history of NSAA and upcoming special events in celebration of our 95th Anniversary year.

Because of a lack of time available to write and research new blog postings, the 2017 NSAAQuickstARTS blog is less lively than it had been in past years. 2015 saw 38 blog posts, 2016 saw 25 blog posts.

If any member sees value in the continuation of the blog and wishes to volunteer to work with the Awards Committee to continue posting, your help and enthusiasm would be more than welcome.

The excellent NSAA staff members have increased the number of eblasts to our members and patrons, and also have increased postings to Facebook and to the website this season, which has helped greatly to offset the less active NSAA blog and has kept our community informed.

Respectfully submitted,

Andrea van Gestel
Recording Secretary