

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

Annual Meeting -- August 18, 2019

MINUTES

There being a quorum of Artist Members present, the meeting was called to order by the President at 3:00 p.m.

President's Report – Judy Metcalfe, President

When you read the other committee reports, you will have some idea of what the Board has been working on this year. But, in addition to the reported committee work, there are two other projects in the works. Karl Frank and Andrea van Gestel are working together to review and revise the By-Laws with input from Allan van Gestel. These will be presented at next year's Annual Meeting. Marion Hall is working on updating the Policies booklet with suggestions and help from the Board in hashing the details. The new booklet should be ready and available later in the year.

Over the past few years, NSAA has been fortunate to be able to host at least one large event or Exhibition each year that enabled us to supplement our income, which comes to us from a variety of sources; the Marina rental, the Auction, membership dues, painting sales, facility rentals, the occasional grant and charitable donations. The Chair of the House Committee will give you an idea of what repairs and maintenance issues have been dealt with this year and what else looms on the horizon.

Unfortunately, this year NSAA was unable to secure an outside exhibition. We thought we had one lined up but at the last minute it fell through and there was nothing we could do about it. The reports from our Treasurer and our Finance Chair will explain how this will impact our current Finances and Budget Plans.

On the positive side, we established a new committee this year called Community Engagement to help NSAA partner with other local businesses and increase our visibility. The idea for this committee came from our director, Linda Cote, who has been doing the job of community outreach for NSAA, pretty much on her own, for years. She has worked tirelessly to make connections and get to know other organizations and businesses that NSAA can partner with on events. But since she works 24 hours a day 7 days a week, she finally admitted that she'd like some help. Jeannie McIntyre and Leigh Slingluff stepped up and began working closely with Linda, actively picking her brain. Now that the committee is up and running, we hope to make connections that will result in more exposure for NSAA in the community and more future events in our building that will bring in not only additional revenue but new visitors to our galleries as well.

I was lucky this year to have an experienced and hardworking board of trustees who left their artist egos in their studios and came to each meeting prepared to work together for the common good of North Shore Arts Association. Not one turned down a request for help with committee work and when hard decisions needed to be made and everyone debated, it was with respect for the opposing opinions of others until a compromise was achieved. They have been patient and good humored and a lot of fun.

The staff has been outstanding as well, working hard behind the scenes and taking care of an amazing number of details that the rest of us will probably never know anything about. They are devoted to this organization, and it's thanks to them, Linda Cote, Kathy Staab, Rebecca Siswick Graham - and now our newest addition to the staff, Keely Quirk - that North Shore Arts keeps running smoothly. It was Linda, Kathy and Rebecca who came up with the idea of the revolving exhibition on the main floor this year, even though they knew it would mean a lot of extra work for all of them, and it has been a huge success!

Finally - thank you to all of you who have volunteered in the past and are volunteering this year. NSAA simply could not function without the hard work of its members.

Gallery Director's Report – Linda Cote, Gallery Director

Exhibitions

NSAA had/has sixteen (16) exhibitions for 2019. A lot to offer in six months! NSAA strives to give our Artist Members the maximum number of opportunities to display and sell their art that it possibly can. The 2019 season has welcomed approximately 2,000 visitors to date (down approximately 750 from the same period 2018). However, art sales have exceeded the same period for 2018. Sales to date are \$39,573 up \$10,146 from the same period 2018. *** Note: These numbers do not include special exhibitions or the auction.

The Showroom Gallery and Studio Showroom Gallery spaces have been very successful! The spaces offer our members additional and flexible opportunities to display and sell their art. Feedback from members and visitors has been overwhelmingly positive. To date 51 out of the 65 works sold have been from these spaces.

All receptions continue to be well attended and beautifully presented. NSAA is proud to offer these lovely events to the general public for free. We are once again very grateful to our Hospitality Committee, with special thanks to Hospitality Co-chairs Susan Drennan and Linda Jo Nielsen, lead volunteer extraordinaire Nancy Caplan and the many, many volunteers for making these gatherings so enjoyable.

Education

One workshop, eight artist demonstrations, two gallery walks, and one lecture were/are offered for 2019. The concept (brainchild of Artist Member Kathy Staab) of having the demonstrations during a small pop-up show of the demonstrating artist's work repeatedly proves to be a success and again offers our Artist Members another opportunity to display and sell their art. Our lecture

scheduled for October 13th is with nationally known artist and CAPA 2019 awards judge Kenn Erroll Backhaus. Kenn will discuss the award winning CAPA paintings and how he arrived at his decision. This proves to be an exciting and insightful event.

Rental

We offer the rental of our galleries for weddings, lectures, book signings, performing arts events, music performances and for private use by artists. Fees are considered on a case by case basis. Please help get the word out!

Community Outreach

Collaboration with our creative community and beyond has grown significantly over the past few years. In the spirit of community outreach the following collaborations took place:

- Annisquam Art Club had a group of 14 young artists visit NSAA to create art using Artist Members works in our galleries for inspiration.
- NSAA is hosting a plein air painting event on August 31, 2019. Please visit the NSAA website for details. Summary:
 - Open to the public
 - Limited to 75 painters
 - Three cash prizes 1st \$300, 2nd \$200, 3rd \$100
 - Reception and “wet paint” painting sale to follow in the afternoon
- Rockport Art Association executive director Jim Craig has accepted our invitation to be the awards judge for our plein air painting event on August 31, 2019. NSAA and RAA&M are poised to help each other promote their respective events.
- Cape Ann Chamber of Commerce has been invited to hold events at NSAA and will have a “Business After Hours” party at NSAA in September of 2020
- Rockport Rotary invited the NSAA Community Engagement Committee to give a presentation at their weekly meeting in Rockport on June 27, 2019.
- Rocky Neck Cultural District Partners (Rocky Neck Cultural Center, Gloucester Writers Center, Ocean Alliance, Gloucester Stage and North Shore Arts Association) participated in a collaborative grant, given by the City of Gloucester to collectively expand our marketing efforts.
- Cape Ann Symphony has selected North Shore Arts Association as the host venue for their donor appreciation party to be held June 12, 2020.
- Rose Baker Senior Center has once again been invited to visit the galleries.
- Gloucester Writers Center has been invited to use our space for one of their popular “Fish Tales” events. - Cape Ann Cinema has been offered our space/grounds for their use.
- We are in discussion with Action, Inc. about possible use of our space.
- Cape Ann Plein Air - I continue to be an active member of the CAPA Board. Again, this year NSAA will host the welcome reception on October 6th and the gala awards ceremony and painting sale on October 12th. A portion of sales proceeds will be for the benefit of NSAA. Please visit The CAPA website www.capeannpleinair.com for more information.

This season a new Community Engagement Committee was formed: Jeannie McIntyre (Chair), committee members Leigh Slingluff, Judy Metcalfe and myself. The positive energy and

commitment to the mission of community engagement of this group makes it a delight to work with them. NSAA is a truly generous organization - *great things are on the horizon!*

Publicity/Marketing

Exposure for NSAA continues to increase via our website, Facebook, and Instagram. We have broadened our digital reach by posting to Cape Ann Chamber of Commerce, Arts Boston, Essex Community Creates and the Rocky Neck Cultural District Partners website and Facebook page. We continue to send press releases to local media outlets and have increased taking advantage of print media advertising opportunities as well via, North of Boston Media Group, Art New England, Artscope and the Cape Ann Guide. *Please partner with us!* We again ask our members to partner with us to cross promote NSAA via your personal websites and social media platforms. Post images of your works that are available for sale in our galleries. Let your collectors know we have your works available. Please like, follow and most importantly SHARE our Facebook page and posts.

Our Annual Program Guide continues to be a popular item, and has expanded in scope. The 2019 (56 page) edition included our calendar, exhibitions, awards, history, workshops, rental information, and special events. Thank you to all who advertised in the 2019 edition. Fees collected from advertisers help to cover design and printing costs. Reservations for advertising space in our 2020 guide will begin in October.

Volunteers

"Volunteers do not necessarily have the time; they just have the heart." ~Elizabeth Andrew
I repeat this every year as there is no way to say it any better - Volunteers are the life-blood of any nonprofit. Our members repeatedly step forward to help in so many ways. I cannot name an event that did not have an abundance of volunteers. This support is what continues to make each event such a success. Know that NSAA is so very grateful for your generous contributions. A special thank you to Rebecca Siswick Graham, NSAA Assistant Director and Volunteer Coordinator. Her infectious smile and natural talent for recruiting, training and guiding our volunteers, greatly impacts our success by expanding our social network.

Special Thanks

The entire staff thanks the membership for their ongoing support, positive input and acts of kindness. We also thank our membership for their contributions of incredible art, donations and volunteer hours. We are all very proud of our Association and its many accomplishments. We are so very proud to be part of such a vibrant, diverse and iconic cultural organization.

Thank you to our small but mighty staff: Rebecca Siswick Graham (newly appointed Assistant Gallery Director) Kathy Staab (volunteer staff) and newly hired, very talented, Gallery Assistant Keely Quirk. They work with never ending creativity, 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 our NSAA team and their never ending dedication in support of our Association.

2019 will be my last season as Gallery Director. It was very difficult for me to make this decision. Serving as Gallery Director of such an important cultural organization has been the highlight of my career in the arts. I have enjoyed the past six seasons at NSAA immensely, and I

*hope to contribute to its future success in some way. **I love this place!** For now - to everyone - please know my door is always open for your comments and concerns – or just to say hello.*

Secretary's Report – Andrea van Gestel, Recording Secretary *pro tem*

The reading of the minutes of the August 26, 2018 Annual Meeting was waived, and those minutes were accepted as presented [attached].

Treasurer's Report – Larry Swift, Treasurer *pro tem*

This Report presents a comprehensive summary of NSAA's operating income and expenses for the years 2016, 2017, 2018 and through the first six months of June 2019.

This information was compiled from the Financial Statements prepared by the outside Accounting Firm and from NSAA's Profit and Loss Statements prepared by the outside Bookkeeping Firm.

Areas of note include:

- Art Sales tend to run about the same year over year. For 2019, NSAA has created the Studio and First Floor Revolving Showroom and it is interesting to note that, through June, the Exhibition sales pale in comparison to the Showroom sales.
- The General Donations for 2018 were inflated by a one-time \$50,000 bequest from an Artist's estate. Donations are very important to the viability of NSAA and are much appreciated.
- Most of the Artist Dues for 2019 have been collected; they show a DECREASING trend from 2016.
- The Rental category for 2018 was the beneficiary of a one-time \$30,000 payment when the Marina Lease was renegotiated.

The Operating Gain for 2018 is, as identified above, inflated due to the bequest and the marina one-time payment. The Effective Operating Gain for 2018 was \$27,365 – a bit higher, but similar to 2016 and 2017.

The 2019 Year to Date Actual (not Planned) Operating Gain is deceiving in that Expenses for the second half of the year are generally higher than the first six months; Income for the second half of 2019 will be less than 2017 since there are no Retrospective Shows scheduled; and the Auction Results are not known.

NSAA's challenges going forward include determining the reasons for the low levels of art work sales, strengthening the membership, improving NSAA's brand, involving members in growing the organization, and continuing to improve the physical structure.

The Profit & Loss Statement for 2018 is available on request.

SUMMARY OF OPERATING INCOME AND EXPENSES				
	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019 YTD (1)</u>
<u>INCOME</u>				\$5,755
Art Sales (2)	\$50,850	\$53,170	\$47,950	\$19,420
Showroom Sales	\$0	\$0	\$0	\$1,100
Total Arts Sales	\$50,850	\$53,170	\$47,950	---
Workshops	\$8,285	\$2,900	\$1,525	\$9,940
Auction (3)	\$31,000	\$33,140	\$33,315	\$33,475
General Donations (4)	\$18,845	\$6,205	\$62,920	\$35,750
Dues	\$32,955	\$40,135	\$39,030	---
Rent (5)	\$58,900	\$56,925	\$110,700	<u>\$13,090</u>
Special Events (6)	\$13,275	\$39,115	\$56,990	\$118,530
Other (7)	<u>\$26,490</u>	<u>\$12,810</u>	<u>\$30,065</u>	
				\$14,995
				\$3,650
				\$3,820
TOTAL INCOME	\$240,600	\$244,400	\$382,495	\$6,945
				\$4,265
<u>EXPENSES</u>				\$2,670
				\$41,560
Payments to Artists (8)	\$55,400	\$45,410	\$71,725	---
Awards	\$6,975	\$6,660	\$7,940	<u>\$8,490</u>
Professional Fees (9)	\$18,960	\$16,855	\$19,300	\$86,395
Facilities/Utilities (10)	\$17,230	\$33,295	\$44,875	
Office & Related (11)	\$11,100	\$13,005	\$10,155	
Insurance	\$6,150	\$5,825	\$6,280	
Salary + Benefits	\$80,900	\$85,740	\$94,320	
Special Events	\$5,000	\$3,180	\$3,335	
Other (12)	<u>\$17,250</u>	<u>\$12,525</u>	<u>\$17,200</u>	
TOTAL EXPENSES	\$218,965	\$222,495	\$275,130	
OPERATING GAIN/LOSS	\$21,635	\$21,905	\$107,365	\$32,135

Notes:				
(1) Through June 2019				
(2) Exhibitions, Bin & Mini, Hats, Books including Hall & Gordon Grant Room Shows				
(3) Includes Tickets				
(4) Includes \$50,000 bequest from Artist Estate (2018)				
(5) Marina/Building Rental				
(6) Includes Retrospective Shows				
(7) Exhibition Guide, Interest, Awards, Endowment, Miscellaneous				
(8) All Payments including Art Sales/Auction/Workshops/Cards				
(9) Accounting/Bookkeeping/Bank & Credit Charges Fees				
(10) Includes RE Taxes & Depreciation & \$16,475 for new HVAC System (2018)				
(11) Supplies/Postage/Office Expense, Advertising				
(12) Miscellaneous, Exhibition Guide, Scholarship				
Includes \$80,000 of non-recurring income (see Report)				

Finance Committee Report – Jim Daly, Chair

The Finance Committee Report is attached.

Endowment Report – Allan van Gestel, NSAA Endowment Trust Trustee

The Endowment was created in 2011, with an initial market value of \$71,249. Today its market value is over \$180,000. It is growing, but it will be a long time before it reaches the goal of \$1 million.

Endowments are long-term, serious investments in an institution. (You have no doubt heard about colleges failing because of a lack of an endowment.)

Please think about the NSAA Endowment Trust in your estate planning. Those kinds of investments are needed.

House Committee Report – John Strohmeier, Chair

Sept. 2018-Aug. 2019

This year started with the installation of three mini-split HVAC units in first floor galleries. They have made a huge difference in comfort for the staff, artists and visitors. The old heaters were removed and scrapped this spring. Holes were covered with help from Karl Frank.

The issue of the window coverings on harbor side wall has been addressed and corrected. The old covers were removed and replaced with cedar fabricated covers. I want to thank Larry Swift, Don Doyle, Lennie Strohmeier, Bonnie Gray, Dolly Reid, Marion Hall, Tim Neill, Karl Frank, Richard Giedd and Paul Dobbs for helping paint the boards before assembly.

Painting of sign and touching up paint after installing new window covers on harbor side has been completed. Special thanks to Jim Gibbons.

We again are in preliminary talks with the Condo Board concerning the repair or repaving of Pirates Lane. This will be a drawn-out process.

New windows have been purchased for the bathrooms and will be installed sometime this year.

For the safety of the staff, a panic button has been installed to summon police in the event of an emergency.

These are highlights for the year. Many other small projects have been done. There is still much to do including, but not limited to, replacing the porch deck, painting areas in the gallery, refinishing the floors, etc.

Remember this is your gallery and it needs participation from all.

New Business

The Board or Trustees is recommending an increase in Artist Member dues from their current level, \$120, to \$150 yearly. Treasurer Larry Swift outlined the reasons therefor:

- To build a rainy day/contingency fund.
- To make it possible to apply for certain cultural grants which demand matching funds.
- To take care of additional property needs: e.g., access road paving, upper gallery ceiling painting.
- To meet anticipated staffing requirements.

- To continue to be able to offer our members a commission rate of 2/3rds artist payment/1/3rd NSAA commission.

NSAA continues to broaden its services for all members. With the first-floor and studio spaces having been converted into selling galleries, artists have an opportunity to always have work on display and available for sale.

After discussion, and upon motion made and seconded, the Artist Members present at the meeting

VOTED: To raise the annual Artist Membership dues from \$120 per year to 150 per year.

The paper ballot vote was 39 YES and 5 NO, with 5 abstentions.

Ballot: 2020 Trustees and Jurors

Ballots were distributed to Artist Members, who voted for 2020 Trustees, the Exhibition Jury and the New Artist Member Jury. Elected were:

Trustees (elected for a three-year term): Dan DeLouise, Judy Robinson-Cox, Judi Rotenberg and Kathy Staab.

Exhibition Jury (elected for a one-year term): Dale Sherman Blodget, Jim Daly, Shelly Eager, Bonnie Gray, Susan Guest-McPhail, Marion Hall, Nella Lush, Carmela Martin, David Neill, Tim Neill, Kathy Staab, Ron Straka, Christine Whalen-Waller and Heidi Caswell Zander.

New Artist Member Jury (elected for a one-year term): Steve Lush, Judythe Meagher, Judy Metcalfe, Dolly Reid, Leigh Slingluff, Peter Tysver, Charles Shurcliff and Andrea van Gestel. Alternates: Joan Bediz, Karl Frank and Anita Johnson.

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.

Acquisition Committee Report – Peter Tysver, Chair

Annual Report of the Acquisition Committee August 2018 - July 2019

The following works have been donated to the Museum Collection since the last Annual Meeting:

An oil painting *Unloading the Catch* by former NSAA artist member and Emile Gruppe pupil Maria Liszt (1902- 1992). The painting measures 16" x 20" and depicts a Gloucester wharf scene from the dragger era. The painting has a rustic hand-carved frame by Alfred Czerepak (1928-1986), also a former NSAA artist member.

A pastel by current artist member Judith Pumfrey. The pastel is of a young girl at the beach playing with a toy sailboat. The pastel is nicely framed with a double mat and measures 12 ½" x 10".

The above two artworks are of very good quality, and were both donated by Kathleen Clancy of Gloucester. We thank Ms. Clancy for her generous donation.

Four watercolors by current NSAA member Betty Lou Schlemm:

Street Scene- Dingle House across from Dot Brae's, watercolor on paper 21" x 29"

Maine-Landscape with Rowboat, watercolor on paper 21" x 29"

Abstract-Foggy Day, watercolor on paper 21" x 29"

Landscape with Tall Pine Trees, watercolor on paper 21" x 29"

The four paintings are all of very good quality and were donated by Margaret Alvarez de Toledo, who is an associate member of NSAA.

Three hand drawn posters from the 1950's. These advertise the Costume Balls that were held at that time. As often was the case with items of this kind, the year is not noted anywhere on the artwork. These posters were donated by Wladislaw J. Krasowski in honor of Joan Carman Dyer.

Also a drawing by former NSAA member Philip Kappel (1901-1981) has been offered to the museum collection by John Smith, formerly of Marblehead. Mr. Smith has moved to Virginia, but will be coming to Cape Ann later this month. I will meet him to receive the drawing at that time.

The North Shore Arts Association is always interested in adding works to our Museum Collection. We welcome any donations, but please note 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 beyond Cape Ann.

Anyone interested in donating works can contact our gallery director, Linda Cote.

Also, we note that with the acquisition of works to form a permanent collection comes a commitment to maintain and preserve the works 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.

Arts and Exhibitions Committee Report – Bonnie Gray and Marion Hall, Co-Chairs

This year the main floor space is being used as a Gallery allowing artist members to present their non-juried work all season. Our Gallery Director, Linda Cote, is responsible for coming up with this idea and for over-seeing the display during the season. Linda, along with Rebecca Siswick Graham, our new Assistant Gallery Director, and Kathleen Staab, who is now volunteering her time, are hanging the work and monitoring the display to be certain that it stays interesting and fresh. If a painting has been hanging for a while and is not receiving much interest from visitors, they will call the artist and suggest they replace that particular painting with a new one. An added benefit to the new Gallery is that it remains intact and NSAA can remain open during the chaos created upstairs while the transition between Exhibitions is going on. Painting sales from this new “Gallery” have exceeded our expectations. Artist members are appreciative of this opportunity.

The downstairs showroom continues to also be an available space for artist members to show non-juried work, and has proven to be a popular option yielding considerable sales.

The schedule this year allowed for four solo shows in the Gordon Grant Room and four in the Hallway. The list of artists waiting for a show in the Gordon Grant Room is very long, necessitating a waiting time of 6 or 7 years for some. The list for the Hallway is shorter.

We would like to thank Linda Cote, Gallery Director and the staff for their enthusiasm and diligence in keeping all the activities organized and also the many volunteers, without whom the show could not go on!

Awards Committee Report – Dolores Reid and Katalin Spang, Co-Chairs

Several awards have been increased in 2019, a number have been added and a few have been retired as funds have been depleted.

A comparison of awards given in 2018 and 2019.

2018

Four **Artist Member Exhibitions** were held in 2018, with a total of **\$8,765** in Cash Awards and **\$330** in Merchandise Value Awards

Two **Associate Member Exhibitions** in 2018 presented **\$1,325** in Cash Awards and \$70 in Merchandise Value Awards

One **New Member Exhibition** award for **\$180** in cash was given.

A total of **\$10,270** in Cash Awards and **\$400** in merchandise awards was given in 2018.

2019

Five **Artist Member Exhibitions** in 2019 compared to four **Artist Member Exhibitions** in 2018 will have been given **\$8,450** cash awards and **\$1,648** in Merchandise value awards. (Exhibit One in 2019 included two awards for **New Members** who were included this year in Exhibit I.)

Two **Associate Member Exhibitions** in 2019 will have given **\$825** in Cash and **\$525** in Cash Value Awards, a total of \$1350.

As a result, the overall value of the awards given in the 2019 Exhibition Season has increased, in *value* by \$1,178 (\$11,448 vs \$10,270 in 2018) However the “Cash Award” amount has decreased by \$995, and “Cash **Value** Award” has increased by \$1,773, as some merchants prefer to award cash value for merchandise rather than cash awards.

The Committee encourages Artist Members, Associates and patrons to reach out to potential sponsors who might wish to give awards in memory of loved ones or mentors in an effort to encourage a broader recognition of artistic expression.

The 2019 Awards Committee consisted of Katalin Spang and Dolores Reid, Co-chairs, and Dale Sherman Blodget, Committee Member. The Committee contacted all award donors on behalf of NSAA and sent letters to each, thanking them for their contributions and support of our Artist Members and welcomed them to exhibitions where their awards would be presented.

Education Committee Report – Bonnie Gray, Chair

Three applications were received this year for the NSAA \$1,000 Scholarship.

Two were from Rockport High School graduates and one from Gloucester High School.

None of the applicants fulfilled the description of our scholarship. One is going off to study Drama, one to study Photography and one to study Art Therapy.

This is the second time in three years that we have not awarded a scholarship.

In May, The Board of Trustees approved a change in the description given to the applicants. It will now be written with this wording:

The applicant must present: “Evidence of completed plans for majoring in an “Art Related Field of Study.”

The reasoning for this change is: Few students are going off to college to major in “Fine Art, Art Education, Graphic Design or Animation” as it had been stated in our application. The cost of a college education is exorbitant and a Fine Art Major simply is not practical.

Hopefully now we will be able to award this scholarship to a deserving high school graduate who will be using their artistic interest and ability in some way.

Due to the broader requirement, the Education Committee will ask the Board of Trustees for approval of the choice they have made before notifying the high school attended by the applicant.

Lastly, it has been decided that we will include Manchester-Essex Regional High School in our offering starting in 2020.

Respectfully submitted,

Andrea van Gestel
Recording Secretary *pro tem*