

NORTH SHORE ARTS ASSOCIATION OF GLOUCESTER, INC.
11 Pirates Lane
Gloucester, MA 01930

Annual Meeting -- August 28, 2022

MINUTES

There being a quorum of voting Artist Members present, the meeting was called to order by the President, Judy Metcalfe, at 3:40 p.m.

President's Report – Judy Metcalfe, President

Twenty twenty-two has been a busy year so far for North Shore Arts Association (NSAA)! The report from our Gallery Director Sarah Milton gives a more detailed overview of the activities this year. With her energy and optimism, and the assistance of her newly assembled staff, she has been a driving force in numerous new events and fresh ideas.

My focus for the first half of this year was the Exhibit New England Regional Juried Show, which the Board of Trustees approved to replace our annual auction. For many years NSAA has relied on the generosity of our juried artist members to provide artwork for the auction so this year we wanted to have an event that would be beneficial and accessible to all of our members, both Juried Artists and Associates. This regional show not only increased foot traffic and allowed for a larger scope of artists to experience and interact with the NSAA but it has already resulted in an increase in new memberships.

To accommodate the addition of Exhibit New England into NSAA's regular schedule of exhibitions, we opened our 2022 season a few weeks earlier to increase opportunities for artists to display their work. Our awards committee, led by Christine Whalen-Waller, with help from Sarah Milton and Bonnie Gray, raised over \$5,000 in awards which was key in attracting participants for the Exhibit. NSAA volunteers showed up to help staff members hang the show and Rockport Art Association & Museum loaned us several of their free-standing panels to hang paintings and more volunteers helped with the reception. It truly was a group effort. With over \$12,000 in sales and over 300 attendees to the reception alone, Exhibit New England became a smash success!

Looking forward to 2023, work is underway on a 100-year anniversary book to be published next year. It will focus not only on the history and heritage of North Shore Arts Association but will also be a celebration of how far we have come over the past 100 years and what we hope to which to preserve our historical documents for posterity while making copies freely available to the public. There are also discussions taking place now for special exhibitions next year, another New England Juried Exhibition, as well as special events for the membership to get together socially just for fun to celebrate our Centennial Anniversary.

It has been a pleasure and an honor serving as your President for the past 3 ½ years and I look forward to supporting our new Board of Trustees as North Shore Art's Association moves ahead into the next one hundred years of promoting and celebrating art on Cape Ann.

Nominating Committee – Leigh Slingluff, Chair

My name is Leigh Slingluff. I first got involved at NSAA as a contributing member and volunteer over 10 years ago. I became an Artist Member in 2016, and I have served on the Board of Trustees for the past 4 years, including 2 years as Nominating Committee Chairperson.

Thank you to everybody who voted, online or in person for new Trustees and Jury candidates. I'd also like to thank my fellow current Trustees, all of whom were very helpful in the committee's search for candidates. I'd especially like to thank Judy Metcalfe, Bonnie Gray, Larry Swift, Andy van Getel, and Sarah Milton for their donated time and dedication to this association.

Candidates for the Board of Trustees (3-year term) are Roy Campana, Mary Rose O'Connell, Susan Ellis, Marion Rayner, Steve Kennedy, Peter Holton, Steve Lush, and Steve Wetzel.

Candidates for the Exhibition Jury (1-year term) are Andrew Anderson-Bell, Tom Bailey, Cindy Crimmin, Anne Demeter, William Duke, Anne Emerson, Karen Fitzgerald, Robert Frascella, Lynda Goldberg, Susan Hedman, Steve Kennedy, Todd Montanaro, Sara O'Seasohn, Richard Roche, Jim Ryan, Deb Schradiek, D.J. Kolodziej Stawasz, and Michael Wiklund.

Candidates for the New Member Jury are Pamela Bearor Ameralian, Carolyn Latanision, Susan Guest-McPhail, Jim Murphy, Elizabeth Peck, Pamela Pindell, Elizabeth Rhoades, Arlene Richardson, Carolyn Robey, Stephen Simpson, Jed Sutter, and Paige Wallis.

The results of the voting will be finalized at the end of the meeting, and posted on our website.

Lastly, the Nominating Committee invites any and all Members of this Association to demonstrate their interest in a leadership position at NSAA. There will be a NEW formal application process presented in 2023 on the Prospectus and the website for those of you interested in serving as a Jury Member, Committee Chairperson, or the Board of Trustees. In the meantime, I encourage you all to volunteer your time and talents in any way. It is a fulfilling experience and a great way to meet other interesting artists.

Thank you!

Gallery Director's Report – Sarah Milton, Gallery Director

Welcome!

This year North Shore Arts Association (NSAA) has organized and implemented art initiatives that are not only relevant and sustainable, but also fun. These initiatives are made possible because of the artists, board, staff, and volunteers who put their hearts, time, and amazing ideas to work every day. We are extremely grateful for you and your contributions in making NSAA an incredible destination for members of the community and beyond who enjoy visiting time and time again to experience our stunning exhibitions, artist demonstrations, Silent Auction, and workshops.

We are thrilled to welcome new staff members Renee Gonsalves-Lamontagne, Gilad Gerber, and Ansa Stamper to NSAA. They are extremely skilled, personable, and contribute in grand ways on a daily basis. Thanks to Renee, the content on our website, social media, and eblasts are accessible, inspirational, and engaging. Gilad has elevated how we conduct daily business by introducing Square, a point-of-sale system for processing sales. He also implemented Photoshop, and designs posters, labels, brochures, and much more for NSAA exhibits and events. Ansa's experience in professional design is evident in everything she works on. Her organizational skills are contributing to the successful inventory of the NSAA's permanent collection as well as exhibition planning.

Earlier this month, NSAA's fundraising Silent Auction was a resounding success, with juried artist members contributing 72 works of art to the auction. With more than 50 bidders, we have raised over \$11,525 with funds still coming in. It was an engaging event with buyers and collectors actively keeping track of their daily and sometimes hourly bids, encouraging customers and artists alike to keep coming back into the gallery to check on their bids. The last few hours of the auction were lively with a "Champagne and Strawberries" closing reception where bids were written and called in up until the last minute. This event created an exciting experience in which artists and customers could interact with artwork and each other. Currently, this season's art sales are strong at \$61,810, already 70% of the total sales for the entire year of 2021 (\$86,304). This rise in sales comes at a time in which many changes are being made to the NSAA's purchasing infrastructure, creating a more positive experience for customers as well.

We are experiencing a high volume of daily visitation and repeat visitors coming back regularly to explore everything NSAA has to offer. It is a lively and engaging time at NSAA and we are thrilled to see all of you often!

Exhibitions: NSAA has scheduled thirty-four (34) exhibits in 2022, with twenty-three (23) shows on-site, and eleven (11) shows off-site at the Beauport Hotel and Bank Gloucester. These beautiful off-site exhibits serve as an excellent way for artists to collaborate with local businesses.

Education: Twelve (12) artist demonstrations in July through October with an average of thirty (28-32) guests per demo gave NSAA members the chance to engage with the local community. In addition, three (3) workshops were very well attended in the Studio Gallery at NSAA, as was a bird walking tour at Cox Reservation.

Community Outreach:

- NSAA is participating in the upcoming Main Street Block Party in Gloucester on September 2nd, featuring a manned booth offering details on membership and ways to get involved while featuring a live artist demonstration by one of our juried Artist Members
- NSAA partnered with Rocky Neck Cultural District and applied for a Mass Cultural Council CDI Grant that was shared equally to fund and create Thursday night Culture Splash Art Events in July & August that included Artist Demos at NSAA
- Annisquam Arts Summer Studio for Kids visited NSAA to be inspired and draw in our galleries
- Gloucester High School Summer Program for students with disabilities visited NSAA to explore creative careers
- NSAA has engaged several times with the Rose Baker Senior Center
- Beauport Hotel and NSAA Artist in Residence (AIR) program organized five (5) juried artist member solo shows
- Collaborating with BankGloucester again this year we organized six (6) solo shows for juried artists members
- In my role as Gallery Director, I attended Gloucester High School's award ceremony personally in order to award a NSAA \$1,000 scholarship to a talented student attending an art college this fall

Publicity/Marketing:

NSAA is reaching a wider audience and connecting with the local community and beyond through the website, social media, eblasts, word of mouth, and also by sending promotional material the press on a daily and weekly basis. We encourage members, volunteers, and interns to promote their shows, demos, and workshops at NSAA as much as possible.

Volunteers:

Volunteers are instrumental in contributing new skills and knowledge to NSAA and then taking what NSAA has to offer back into the community. We have dedicated volunteers from the community and from the membership, and they are assisting with artist demos, inventorying the NSAA's permanent collection, receptions, exhibition receiving, and promoting NSAA events on their own social media –

Thank you for all your help and support! NSAA is excited to welcome more volunteers! There are multiple ways for you to expand your passion and contribute your skills and knowledge at NSAA. If you are interested in volunteering, please reach out to Sarah Milton at

sarahmilton@nsarts.org.

Current and Future Goals:

- Planning and organizing for NSAA's 100th anniversary
- Fundraising for awards, operations, and programming
- Increasing membership
- Simplifying our website and promoting the online gallery to increase art accessibility, sales, and boost foot traffic

- Offering a strong online presence to engage diverse audiences during the winter months when NSAA is closed
- Finalizing the inventory of the permanent collection
- Creating more ways to contribute to the NSAA
- Curating special exhibitions on and off site

Special Thanks:

To the Board of Trustees, staff, volunteers, and membership who are doing an excellent job working together to honor NSAA legacy and planning for the future, especially as we enter entering NSAA's centennial. It is exciting what the future holds, and we are grateful for all your dedication and contributions. Thank you!

Secretary's Report – Andrea van Gestel, Secretary

The minutes of the 2019, 2020 and 2021 Annual Meetings were approved.

Treasurer's Report – Larry Swift, Treasurer

This Report presents a summary of NSAA's finances for the years 2019, 2020, 2021 and through July 2022.

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.

NSAA closed 2021 with a modest operating surplus of \$11,458. This continued the string of positive gains since 2016. 2022 looks promising.

Overall, 2021 was very similar to 2019:

- Art sales and Dues were strong. Donations were also better than in the past.
- The Rent received from the Marina is a major source of income. It will be important to maintain strong relations with Brown's Yacht Yard.
- Expenses were somewhat higher due, largely, to painting the upper gallery.
- Historically, NSAA has been a seasonable business. Going forward, consideration should be given to expanding the operating year thereby providing the members with increased sales and participation opportunities.

The Profit & Loss Statement for 2021 is available on request.

NORTH SHORE ARTS - ANNUAL MEETING AUGUST 28, 2022
SUMMARY OF OPERATING INCOME AND EXPENSES

2019	2020	2021	2022 (1)	
INCOME				
Art Sales (2)	\$18,710	\$1,381	\$24,602	\$14,565
Showroom Sales	\$64,849	\$1,400	\$51,865	\$29,337
Total Arts Sales	\$83,559	\$2,781	\$76,467	\$43,902
Workshops	\$1,100	\$0	\$3,700	\$4,285
Auction (3)	\$21,948	\$0	\$0	\$0
General Donations	\$23,500	\$10,790	\$37,207	\$25,020
Dues	\$37,735	\$36,100	\$46,395	\$33,585
Rent (4)	\$70,750	\$71,250	\$79,625	\$62,125
Special Events (5)	\$19,675	\$0	\$11,655	\$750
Other (6)	\$21,920	\$27,174	\$24,478	\$12,270
TOTAL INCOME	\$280,187	\$148,095	\$279,527	\$181,937
EXPENSES				
Payments to Artists (7)	\$70,806	\$1,075	\$59,789	\$23,618
Awards	\$8,475	\$675	\$8,415	\$10,500
Professional Fees (8)	\$17,386	\$5,374	\$20,420	\$4,447
Facilities/Utilities (9)	\$16,230	\$19,220	\$46,331	\$8,200
Office & Related (10)	\$9,855	\$9,401	\$20,054	\$9,122
Insurance	\$7,154	\$6,121	\$4,763	\$6,829
Salary + Benefits	\$96,550	\$60,780	\$105,495	\$61,461
Special Events	\$1,944	\$0	\$0	\$0
Other (11)	\$15,283	\$5,073	\$2,802	\$2,771
TOTAL EXPENSES	\$243,683	\$107,719	\$268,069	\$126,948
OPERATING GAIN/LOSS	\$36,504	\$40,376	\$11,458	\$54,989

Notes:

- (1) Through July 2022
- (2) Exhibitions including Solo Shows, Bin & Mini, Hats, Books
- (3) Includes Tickets; no Auction since 2019
- (4) Marina/Building Rental
- (5) Includes New Member show and Synergy
- (6) Interest, Awards, Endowment, Payroll Protection Loan (2020 & 2021)
- (7) All Payments including Art Sales/Auction/Workshops/Cards
- (8) Accounting/Bookkeeping/Bank & Credit Charges Fees
- (9) Includes RE Taxes; the large 2021 expense includes \$29,000 to paint upper gallery
- (10) Supplies/Postage/Office Expense, Advertising
- (11) Miscellaneous, Exhibition Guide, Scholarship

Endowment Report – Andrea van Gestel, Trustee, NSAA Endowment Trust

The NSAA Endowment Trust is a separate 501©3 charitable corporation entirely separate from North Shore Arts Association. Its sole purpose is serving as the safety net for NSAA.

The Endowment's principal cannot be touched until its value reaches \$1 million. However, should through some unusual set of circumstances NSAA be on the verge of total collapse, then the Endowment's funds could be utilized for its rescue.

A portion of its income is distributed to NSAA annually. In recent years, the Board of Trustees, understanding the importance of its Endowment, has reinvested that distribution back into the Endowment.

Current Trustees of the Trust are Cape Ann Savings Bank, former Finance Committee Chairs Ed Dove and Jim Daly, current President Judy Metcalfe, current Treasurer Larry Swift, and former President Andrea van Gestel.

We urge you to remember NSAA Endowment Trust in your gift giving and estate planning.

At the end of the meeting, Judy Metcalfe asked that we observe a moment of silence to remember the following artists and volunteers whom we have lost this past year: Janice Turner, Betty Lou Schlemm, David Curtis, Natalie Nordstrand, Barbara Donnelly, Carole Loiacono, Ginger Greenblatt, Bob Benedict, Nancy Marculewicz, and Judy Pumphrey.

The following reports were not presented at the Annual Meeting. They were, however, emailed to the Artist Membership in advance of the Meeting, on August 16, 2022.

House Committee Report – John Strohmeier, Chair

This has been a quiet year for projects. The major leap forward has been the update of our sales process. We have automated the procedure using the Square point of sale system.

Old non-essential paper work has and is still being purged. This should be finished prior to closing for the season.

There are plans for the future, as follows:

1. Repair and replace porch deck and stairs. This will take place after building is closed for the season. We are soliciting quotes now.
2. The vestibule will be painted this fall with a lighter color. In addition, the stairwell to the basement will be painted. This will be done when the gallery is closed.
3. Quotes are being solicited to repair or replace outside stairs to the upper gallery.

Future wish lists include:

Reside and paint the condo side and rear of the building. Replace upper gallery windows. Refinish floors in upper and lower galleries. Replace windows on stairway landings.

As this is my last year as chairman of the House Committee, I would like to thank everyone who has supported the work we have undertaken, including the replacement and painting of the harbor side wall, the painting of the ceiling in the upper gallery, the installing of HVAC units on the first floor and the basement and much more.

The new chair of the committee, I know, will continue the progress that has occurred over the past six years that I have been chair.

Thank you.

Community Engagement Committee – Jeannie McIntyre, Chair

Mission Statement

The Community Engagement Committee developed a mission statement:

The Community Engagement Committee (CEC) was established by the North Shore Arts Association in 2019 to promote and inspire the arts on Cape Ann and beyond through outreach and education. Its mission is to create lasting partnerships and serve diverse audiences by expanding awareness of arts and culture and engaging in creative projects that have a positive and lasting impact in the community.

Partnering with Rose Baker Senior Center

On July 7th, Juni Van Dyke, Director of the Rose Baker Senior Center Art Program, and 8 guests visited Marion Hall's solo show at NSAA. She gave a tour of her show then followed up with an art talk about her process and answered questions. At the end of July Marion visited Rose Baker Senior Center to do a demonstration and painting session with the seniors. In addition, the seniors have been coming to NSAA's demos and enjoyed visiting the Exhibit New England Show with Juni.

Future Projects

Future project ideas include collaborating with Art Haven on a children's book illustration project and giving educational feedback sessions to artists focused on three of their works.

With Thanks:

Thank you very much to the members of the Community Engagement Committee: Traci Thayne Corbett, Marion Hall, Judi Rotenberg, and Sarah Milton, Gallery Director. Thank you to Juni Van Dyke for partnering with us. Everyone's efforts on behalf of the mission are most appreciated.

Election results were announced at the end of the meeting.

Board of Trustees: Roy Campana, Mary Rose O’Connell, Susan Ellis, Marion Rayner, Steve Kennedy, Peter Holton, Steve Lush, and Steve Wetzel

Exhibition Jury: Andrew Anderson-Bell, Tom Bailey, Cindy Crimmin, Anne Demeter, William Duke, Anne Emerson, Karen Fitzgerald, Lynda Goldberg, Steve Kennedy, Todd Montanaro, Sara O’Seasohn, Richard Roche, Jim Ryan, Deb Schradiek, and Michael Wiklund.

Alternates: Robert Frascella, Susan Hedman, and D.J. Kolodziej Stawasz.

New Artist Member Jury: Carolyn Latanision, Susan Guest-McPhail, Jim Murphy, Pamela Pindell, Elizabeth Rhoades, Arlene Richardson, and Paige Wallis.

Alternates: Pamela Bearor Ameralian, Elizabeth Peck, Carolyn Robey, Stephen Simpson, and Jed Sutter.

Respectfully submitted,

Andrea van Gestel
Secretary