

Northwoods Friends of the Arts

Zoom Board Meeting

November 17, 2020

Meeting called to order 11:26 after some technical difficulties.

In attendance: President Shawna Kishel, Treasurer Lisa Hyppa, Publicity, PR Judith Ulseth, Secretary Lisa Simensen, Gallery Mng. Alberta Whitenack, media PR Lois Garbisch. Guest and member Elizabeth Storm.

Elizabeth S. introduced the library\$3000 grant information about an artist's display. The application deadline is December 31 2020. More information can be obtained at the Cook library or at NWFA.

Secretary Minutes October 20 2020. Motion to accept Lisa S. 2nd Judith U. MCU

Treasures Report Lisa H.

Treasurer's Report as of 10/31/2020

Balance Sheet:

As of October 31, 2020 are cash on hand \$25,440 compared to same period last year \$22,603; increase of \$2,837.

Profit and Loss Statement:

Highlights:

Lauren's sale of donated art for the month of October \$130 – Thank you Lauren!!

Artist Rent Income despite no rent charged for several months due to gallery closure

\$462 under budget.

Lisa S has made great headway at getting artists caught up on rent.

Commission Income is \$261 ahead of budget despite gallery closure and Covid 19.

Membership \$3,240 under budget. I've included a comparison of 2019 versus 2020 with Treasurer's packet. In comparing similar membership levels, I see potential membership to be collected this year at \$960.

Note, this is comparing # of membership per type; this does not compare non-renewing members or new members. Hence, there is potential to increase membership income before yearend.

Possible newsletter to public or membership.

Despite lockdowns and closures, Northwoods Friends of the Arts provided local artists a place to display and sell their work. We also sponsored Music in the Park – our best season ever! We hosted several online art classes, Facebook featured artist event, Sue Wolfe Memorial Show, Sue Martin Memorial and Member Show to name just a few. We created and distributed children's placemats at various area restaurants and grocery stores. We have more planned for the community and appreciate your support!

Total YTD income as of 10/31/2020 \$18,741, total expense as of 10/31/20 \$15,464 leaves a surplus of \$3,277.

Lisa H will spend the month of November compiling budget worksheets and creating a draft 2021 budget to be reviewed and discussed at the December board meeting.

Motion to accept Treasures report by Lois G. 2nd Lisa S. MCU

Membership Shawna K. An email blast has been sent to 35 people and 30 mailings have been sent. Renewal and new member reminders.

Discussion about running an ad for membership will be taken further. We are not sure this is the right format. TBD.

Gallery Report Alberta W. Virtual tours have been uploaded to Facebook but Lisa H. does not think this actually happened. Kept saying pending". Lois G. added many photos. Advertising the Gift shop and gallery shopping. Saturday November 20 ad for special holiday shopping at NWFA, Thrift store and St. Mary's bizarre. The language will be changed in the guidelines and artist packet to reflect new small item displays. 6 small items or less ie. Earrings, cards, cozies or coasters will be rent free to display.

We are excited about the Bois Forte collective bringing beaded items and a new collaboration. Thank you to Lyn Reed.

Winter hours will remain the same as advertised and included in all brochures and sites.

Judith U. will continue to find a volunteer helper for Publicity and PR.

Alberta W. would like the data entry information to be defined. Define the criteria. The rental contract and guidelines for rental of the gallery and Wolfe den need to be revisited.

For members who have contributed in many ways will be given free rent for a stipulated amount of time depending on the contribution. The person on the board who ok's the free rent through the board will write in the" artist rent sheet ". This helps Lisa S. know who is up to date with rent paid or worked for artist payouts.

The next Curious and Creative meeting is being determined Placemats and newspaper projects are ongoing and very well received. A booklet or series of ideas could be given with library renewals, newspaper creations and added to the FB and website. Ideas to encourage return art would be to create a drawing for prizes for entries. Continued discussion.

Old Business. Jim DeVries documentary has been well received and wonderful hits to watch.

Anniversary 2021 ideas include bands and line dancing tutorial in the park. Art in the park summer art projects. Weekend displays, tents and activities. Sidewalk Art show for SAE for a weekend or a day. Covid will determine outcomes.

Budget ideas for 2021 need to be given to Lisa H by December end.

Motion to adjourn at 12:30pm by Lisa S. 2nd Alberta W MCU

Respectfully submitted by Lisa S. secretary.

Next Board meeting will be December 15.2020 11am Zoom Please contact Shawn K for an invitation.