



Board of Directors' Meeting
Thursday, February 9, 2023

Present In-Person: Jeff Allison, Hester Greene, Dan Hust, Ken Sable, Ariel Shanberg
Present On Zoom: Heinrich Strauch, Rachel Gordon, Jane Roth, Mary Sue Price

Dan Hust, Board President called the meeting to order at 6:33PM

Opening Remarks by Board President:

Dan solicited feedback from the board members who attended our annual retreat. Overall the board members thought our visit to CAS and WJFF was productive and informative. Both organizations have recently completed capital projects successfully, and the focus was on the impact the projects had on the organization. Each organization experienced new possibilities for each organization to achieve its mission.

Review of Minutes from January 7, 2022 Meeting:

- Minutes of the January 7, 2023 meeting were reviewed. No changes were made.
- Hester made a motion to approve the minutes as written. Rachel seconded the motion. The minutes were approved unanimously.

Executive Director's Report—full report distributed to the board prior to the meeting:

Here are the items Ariel highlighted—see the full report for details:

- We are currently underreporting our memberships. We are working with Givecloud to correct its incorrect mapping of membership into Donor Perfect. Ariel is using a workaround in the interim identify all most of the 187 records affected.
- Board members will begin the “lapsed member” outreach effort after February 14, 2023.
- Our annual free Salon Series begins February 25th. There are six Salon Series events this year detailed in the ED report.
- The 2023 Community Arts Panel has convened and given their recommendations. Staff are working on allocating the \$61,000 of Community Arts Grants. Recommended funding will leave a balance of \$4,840 in available fund. We are working with NYSCA's approval to distribute mini grants for projects in underserved/underrepresented communities and that support community arts engagement. ED will report out next board meeting on the results of this effort when the Board approves the grant awards. DVAA has been successful in identifying 8 applicants for the Literary grants and 22 for

the Visual Arts grants both increases over the prior year. We have not yet received the NYSCA funds for these SCR grants.

- For our Exhibition 2024 program we have 110 submissions—a high water mark for applications.
- Our 2023 Exhibition programs opens on February 11th.
- The Performing Arts Manager position remains unfilled. We are considering splitting the position into two activities—Technical Support for events and Programming of events. Current applicants don't have the interest or availability in doing both job duties.
- We are seeking funding for upgrades to the Tusten Theater. We have a proposal to refresh the lighting and interior space and we want to upgrade the lighting system for performance. Since there is interest from the local community in seeing increased activity in the theater, the board suggested we engage in a crowd funding initiative specifically for the Tusten projects.
- We are identifying a licensed electrician to review our lighting design and any costs related to that project.

Treasurer's Report—see meeting minutes distributed before the meeting. Highlights include:

- DVAA's positive cashflow continues with two months of operating expenses. Not included is the NYSCA funding awarded but not yet received. (Details in the Finance Committee meeting minutes.)
- Through the end of calendar year, the actual year to date net income exceeds the budgeted net income by \$22,686. The ED reports for January the actual net income exceeds the budgeted net income by \$42,300.04 primarily due to receipt of FY22 NYSCA funds (\$36,000) and lower than projected payroll.
- To support a more in-depth review of DVAA's financial condition, the Finance committee will be reviewing the financial reports for the month ending six weeks prior to the board meeting. This will allow the bookkeeper adequate time to input all transactions, Ariel to review those financials, and the Finance Committee to have the available time to review the reports.
- The end of the year fundraising appeal was successful and impacts on increasing membership continues to be received. While it achieved \$27,000 which is 54% of the goal, a \$15,000 major donation normally received during the end of the year appeal was received early this year. This large donation was considered when we set the original end of the year goal. Adding this donation brings us to 84% of our goal. Considering the current uncertain economic environment, we believe this fundraising result is very positive.
- We are exploring to moving to Quickbooks Online to strengthen our financial operations. We are looking to purchase Quickbooks Online through Techsoup to make this move economical.
- Ariel and Jeff have spoken with the accountants about converting DVAA from a fiscal year ending June 30th to a calendar year. This will align more appropriately with our

public and private funding sources as well as with our programs. The Finance committee will meet to make a formal proposal to the board for acceptance.

Committee Reports:

- **Executive Committee**—no meeting held. Nothing to report.
- **Board Development:** Nothing to report.
- **Program Committee:** No meeting held. Nothing to report.
- **Facilities Committee/Capital Campaign:** No meeting was held but a report on the progress on facilities and capital campaign activities was reviewed and discussed.

Highlights include:

- We are getting an estimate on painting the front of the Shop/Alliance Gallery addition to the building. Contacts with the State Historic Preservation Office indicate we aren't constrained by its rules in selecting a color for the building. We will consider using a complimentary color from the Sherwin Williams historic color palate to paint the addition. This is in anticipation of the larger capital project which will include repairing and restoring the exterior of the building.
 - Finance Committee has recommended we explore the use of a \$25,000 state grant given for the Tusten Theater for the refresh project.
 - We are exploring the need to hire a capital campaign consultant for the capital project, and we are communicating with the Architecture Historian and the Technical Support Team from the State Historic Preservation Office to understand all of the requirements we will need to meet.
 - We are looking for a not-for-profit attorney to advise DVAA on using National Park Service tax credits as part of funding for our capital project.
 - The RFP for an architect has not yet been completed—we are working with local architects to complete that RFP.
- **Fundraising Committee:** Minutes of the February 1st meeting were distributed.
Highlights include:
 - Lapsed Member recapture effort will begin with a board phone-athon after Feb 14th.
 - The Starling Raffle and Cabaret event is in planning.
 - A Spring Cleaning/Collectors' Closet event is planned for April 22-23rd.
 - The committee recommends we move to a large annual fundraiser rather than a series of smaller events.

Old Business:

- No old business was discussed.

New Business:

- As we continue to review and consider changes to our by-laws, there was a discussion about the frequency of board meetings. The by-laws require at least 4 board meetings a year. Currently, the board meets monthly. We discussed the pros and cons of this

decision and will continue to discuss it at future meetings. One idea was to move to six meetings a year instead of the current 12 to test how this would impact the organization. The members present were evenly split on reduction versus maintaining the frequency of meetings.

A motion to adjourn was made by Dan and seconded by Ken. The meeting was adjourned at 8:23PM