

# Full Board Meeting

## February 8, 2024

Attending: Dan, Ariel, Heinrich, Mary Sue, Lily, Rachel, Wendy (joined after election), Leif (joined at 7:34 p.m.)

Meeting commenced at 6:42 p.m.

### 1. Board Chair Comments:

- Dan relayed that the Sullivan County Legislature's Management & Budget Committee earlier that day unanimously approved giving the DVAA \$40,000 in Discretionary Funding for 2024. The full Legislature will vote on the appropriation on February 15.
- He spoke with Legislature Chair Nadia Rajs, who asked the DVAA to make its annual presentation at the Executive Committee meeting of the Legislature on March 21.

### 2. Election of Officers of the Board for 2024:

- On a motion by Rachel and a second by Lily, the following slate of officers was unanimously elected for calendar year 2024: President Dan Hust, Vice President Mary Sue Sweeney Price, Secretary Jane Roth and Treasurer Heinrich Strauch.

### 3. Election of Board Members:

- On a motion by Mary Sue and a second by Heinrich, the following people were unanimously approved to be board members for three-year terms: Dan Hust and Wendy Prince.

### 4. Executive Director's Report (highlights only – report is attached to February board agenda):

- Ariel recommended reassessing expectations for the End of the Year Appeal. While during the pandemic revenues exceeded \$50,000, this year's appeal netted \$28,000, far short of the \$50,000 goal. While that was only \$1,700 less than the 2022 appeal, the number of donors dropped from 138 to 80.
- The number of members rose by 95 from the previous year, with Ariel speculating the gain derived from the well-received Art in Sixes and the call for entries for the Members Show.
- Ariel noted that Gallery/Grants Manager Signe Ballew is departing in March. He is already interviewing potential candidates.
- Ariel has a "solid candidate" for the new Development Associate position, someone he feels can grow with DVAA. More to come at the next meeting.
- Ariel also has a potential candidate for the Performing Arts Manager position most recently occupied by Conor O'Brien. More to come at the next meeting.
- Ariel had a meeting with reps of the NYS Council on the Arts (NYSCA), which went very well. Of particular note was that we scored within the top five of about 40 organizations Statewide which applied for NYSCA funding – and all the higher scorers represent much

larger, more affluent and populated areas. Ariel did say the scoring system needs to include a curve to compensate for “euphoric” panelists who unintentionally skew scores.

- Ariel would like to find an underwriter for the Salon Series, but he has not had the time to search for one.
- After conversations with Dan, Jane and Jeff Allison, Ariel proposes adding a position to DVAA – a Shopkeeper, who would spend 8 hours a week managing the Shop, keeping track of inventory and sales, welcoming patrons and brainstorming promotions. Their wages will come from approximately \$30,000 currently unappropriated from Shop profits. Ariel was asked by the board to provide a job description, after which the board will vote on creating the position.

#### 5. Committee Reports:

- No meetings of Board Development, Executive or Communications (though Communications will be meeting in February).
- Facilities – A report was attached to the agenda, but Ariel noted a key question for this Committee is how to accomplish the kinds of tasks former “handymen” board members used to do for DVAA’s buildings. Dan would like the Committee to develop a list of ongoing maintenance projects that board members, volunteers and students can do instead of hiring someone (i.e., painting, cleanup, setup, etc.). The board would also like the Committee to develop a policy for hiring contractors (for example, ensuring they’re insured, prioritizing minority- and women-owned firms, etc.).
- Finance – Heinrich reported that the DVAA is “moving in the right direction,” with assets increasing and liabilities decreasing. He said we grew significantly in revenues, as reflected in the financial statements.
- Fundraising – Dan referred members to the attached report, which includes a 2024 Fundraising Strategy with a goal of \$50,000. Lily thought that is a low goal, but Dan argued it’s realistic and achievable.
- Program: Report is in the February agenda packet.
- Capital Campaign: Ariel and Jeff are meeting with a prospective development consultant to do a feasibility study for \$15,000. Jeff is also reaching out to other such consultants as part of our due diligence.

#### 6. New Business (no Old Business discussed):

- Wendy asked if the DVAA has an internship program, for which it does have a formal internship position description. While interns are welcome, the capacity of the DVAA’s staff to properly work with them is limited, and Heinrich noted they put a drain on administrative resources even in the best circumstances. Lily believes the board can take a more active role in developing the program (finding funding, onboarding the interns, mentoring them). Leif suggested developing it with local school districts, while Lily recommended starting an Internship Committee. Mary Sue felt paying interns is extremely important, and it could be a great funding opportunity for donors. Ariel said he’d touch base with Tusten Social (since we have more high schoolers than college

students in this area), Lily will talk to Job Corps, and Dan will put this topic on the next full-board agenda.

- Dan noted that the DVAA's headquarters (the Arlington Hotel in Narrowsburg) is a prominent part of the cover illustration of the Sullivan Catskills Visitors Association's 2024 Travel Guide. While the DVAA isn't identified explicitly in that image, the building is foremost in the drawing, and he feels it will be a very positive promotion for the DVAA.

Meeting ended at 9:04 p.m. Next Meeting is March 14.

Respectfully submitted by Chair Dan Hust.