

AGENDA
BOARD OF TRUSTEES MEETING
January 12, 2023

Call to Order Akia Uwanda McDaniel

Approval of the Minutes Akia Uwanda McDaniel

Reports Overview

*The following reports were sent electronically to all board members for review prior to the meeting.
This overview portion of the meeting is intended to address board member concerns and/or questions.*

- Treasurer Report (written) Elaine Hall
- Financial Review (written) Martha Gerding
- Executive Director Report (written) Kathy Wallis
- Educational Programming Report Tracy Morris

- Corporate, Foundation Support & Grants
Topic: Foundation Support Kathy Wallis, Martha Gerding

- Fundraisers
Topic: Dancing with the Stars Kathy Wallis, Martha Gerding

- Donor Cultivation & Engagement
Topic: Patron Party Kathy Wallis, Martha Gerding,

- Visual Arts MJ Hinson

New Business

Adjournment Akia Uwanda McDaniel

Beaches Fine Arts Series Board of Trustees

November 10, 2022 Meeting

The November 10th meeting of the BFAS Board of Trustees was held via Zoom given the inclement weather caused by Hurricane Nicole.

Members Present: Elaine Hall, Deborah Baker, MJ Hinson, Lynne Radcliffe, Dorreen Daly, Katie Davidson, Bob Wall, Tonglia Davis, Nick Curry, Marjorie Pardue, Akia Uwanda McDaniel, Aida Mechetti, Grace Raper, Megan Herrman

Members Absent: Ramesh Shah, Michele D. Lee

Staff Present: Kathy Wallis, Executive Director; Martha Gerding, Associate Director; Tracy Morris, Director of Educational Programming

Call to Order

The Board of Trustees meeting was called to order by Akia Uwanda McDaniel, at 6:35pm.

Approval of 2022 Annual Meeting Minutes

The minutes from the Annual Meeting for 2022 held September 24, 2022 were approved as amended, following the motion by Lynne Radcliffe, with second by Elaine Hall.

Reports Overview

- **Treasurer Report (written)** – Elaine Hall walked through the Treasurer’s report, which was submitted to the Board in the pre-meeting information packet. Elaine highlighted a positive year-end 09/30 financial position, noting that the independent financial review is in progress which will be completed soon. The financial review results will be accessible to the Board via the BFAS Board portal. Martha added that some expenses will be ‘prepaid’, given the current economy. Elaine summarized that the Series continues to be positioned well.
- **Financial Review (written)** – Martha submitted a written report prior to the meeting which reflected up-to-date information through November 10, 2022. Martha provided background on the Game On donation received and highlighted Foundation and Grant receipts, including the first installment of the quarterly State of Florida grant of \$10,000, and the City of Atlantic Beach and Bank of America, both \$5,000 each. The first installment of the Cultural Council grant is anticipated in the first quarter of 2023.
- **Executive Director Report (written)** – Kathy covered several of the points contained in her written Executive Director’s report, including the Cultural Council ‘Holiday Grant’. Kathy thanked the Board for the attendance at the Jacksonville Beach City Council meeting on November 7th that recognized BFAS’ 50-year anniversary. Kathy reminded the Board of the upcoming concerts in November/December, including David Brigg’s organ concert at St. John’s Cathedral in downtown Jacksonville, and the Soweto Gospel Choir, which is expected to have record attendance.
- **Educational Programming Report:** Tracy Morris reported that the Educational Outreach program would feature two outreach programs by David Briggs, with a ‘King of Instruments’ booklet created for distribution to the students who attend those scheduled outreach programs, and also a scheduled outreach at St. Paul’s by-the-Sea on Friday

morning of the Soweto Gospel Choir performance. Tracy and Kathy attended the Oceanside Rotary Club meeting on November 1st, sharing the schedules for the concerts and information about the educational programming.

- **Corporate Support and Grants:** Kathy announced that the annual Patron Party will be on April 1st at the home of Ramesh and Deedie, with music by students from UNF. She also shared that, in addition to the Juried Art Show, the 2023/2024 concert schedule will be shared and that this event provides an excellent opportunity to promote Signature Sponsorship opportunities for the upcoming season.

Fundraisers

- **Art Auction** – MJ and Martha shared with the Board that, based on the outcomes of their evaluation of the effectiveness of the Art Auction held in 2022, the Art Auction did not achieve the financial outcomes anticipated. The Board had a lengthy discussion which included brainstorming ideas of how to leverage the breadth of artistic talent highlighted through the Series, such as utilizing a ‘Gallery’ approach and increased promotion with photos of the artist’s works on the BFAS website and/or Constant Contact email. These ideas and other ideas will be explored for potential implementation in the future.
- **Donor Cultivation and Engagement – Personal Concert Invitations:** Kathy is very interested in continuing the Signature Concert Series for the next season, given the success of this approach during the 50th anniversary season. To that end, the Board of Trustees was encouraged to invite both personal guests and corporate contacts to the BFAS concerts. Martha requested notification prior to the concert so that reserved seating can be set aside for these guests.

New Business

- Soweto Gospel Choir Concert Reception – Kathy advised there is no Community Host for the reception following the Soweto Concert in December. She suggested that the Board bring holiday cookies, either homemade or store bought, prior to the concert.
- 2023 First Coast Dancing with the Stars – Plans for the 2023 edition of our First Coast DWTS are underway and now is the time to start identifying potential ‘Stars’ for the event. Kathy reminded the Board that the initial commitment for the ‘Stars’ is to raise a minimum of \$5,000. Kathy and Martha are available to hold orientation sessions for the prospects to explain the details and expectations about the event and their participation.
- The next meeting of the Board of Trustees will be held on Thursday, January 12, 2023 at 6:30PM in the BFAS offices.

Adjournment – Being there was no further business, the meeting was adjourned by Akia at 7:30PM.

Respectfully submitted by Deborah Baker, Secretary

Beaches Fine Arts Series, Inc.

Treasurer's Report

Period Ending December 31, 2022

The December 31, 2022 financial reports (Balance Sheet, December P&L and Fiscal Year P&L) are included in the package for your review.

Sometimes timing doesn't work out in our favor. Cash in Bank accounts total \$386,852 as of December 31, 2022, a decrease of \$26,118 over the balance last year. Total assets are \$339,176, \$26,480 lower than last year. Due to the fact we had not received the 2nd installment of the State of Florida grant (\$10,000) and the 1st installment of the Cultural Council grant (\$11,750) by December 31, a total of \$21,750, our financials were impacted both on the balance sheet and the profit and loss statements as you will see below.

Year to date net income as of December 31, 2022 was \$45,336, which was \$35,952 lower than last year's first quarter. The shortfall from December receipts and the lack of the employee retention credit of \$14,081 we received last year totals \$35,831, which offsets the decline in net income.

Year to date expenses for this year were \$6,227 higher this quarter than last year, which is to be expected as we return to a more normal operating environment and are starting to feel the impact of inflation. The negative net income of \$14,141 is \$37,178 lower than last year's net income, which includes the \$35,831 shortfall in revenue mentioned above. The numbers should work themselves out in the next quarter.

Respectfully submitted,

M. Elaine Hall

Beaches Fine Arts Series Inc.

Balance Sheet Summary

As of December 31, 2022

	TOTAL	
	AS OF DEC 31, 2022	AS OF DEC 31, 2021 (PY)
ASSETS		
Current Assets		
Bank Accounts	336,852.14	362,969.55
Accounts Receivable	799.09	299.09
Other Current Assets	100.00	100.00
Total Current Assets	\$337,751.23	\$363,368.64
Fixed Assets	1,424.98	2,286.98
TOTAL ASSETS	\$339,176.21	\$365,655.62
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	0.00	0.00
Credit Cards	0.00	0.00
Other Current Liabilities	0.00	0.00
Total Current Liabilities	\$0.00	\$0.00
Long-Term Liabilities	0.00	0.00
Total Liabilities	\$0.00	\$0.00
Equity	339,176.21	365,655.62
TOTAL LIABILITIES AND EQUITY	\$339,176.21	\$365,655.62

Beaches Fine Arts Series Inc.

Profit and Loss

October - December, 2022

	TOTAL	
	OCT - DEC, 2022	OCT - DEC, 2021 (PY)
Income		
1 GENERAL SUPPORT		
4105.00 Corporate Support	650.00	10,540.00
4106.00 Foundation Support		500.00
4125.00 Concert Offerings	2,534.00	2,538.00
4135.00 Private Donations	19,096.56	21,972.55
Total 1 GENERAL SUPPORT	22,280.56	35,550.55
2 GRANTS		
4107.00 City of Atlantic Beach Grant	5,000.00	1,500.00
4108.00 State of Florida Grants	10,000.00	15,639.00
4109 Bank of America Grant	5,000.00	
4115.00 Cultural Council CSGP Grant	2,500.00	9,314.25
Total 2 GRANTS	22,500.00	26,453.25
4 MISCELLANEOUS INCOME		
4116.11 Employee Retention Credit Refund		14,080.78
4310.00 General Accounts Interest	525.21	125.25
4310.10 Endowment Account Interest	30.58	78.60
Total 4 MISCELLANEOUS INCOME	555.79	14,284.63
Total Income	\$45,336.35	\$76,288.43
GROSS PROFIT	\$45,336.35	\$76,288.43
Expenses		
1 PROGRAMMING EXPENSES		
1 Contracted Artist Fees		
6012.70 Concert Artist Fees		3,051.50
Total 1 Contracted Artist Fees		3,051.50
2 General Programming Costs		
6010.70 Advertising and Design	2,975.00	1,379.98
6013.70 Artist Lodging	361.00	-357.00
6013.72 Artist Meals	960.05	1,197.33
6031.70 Other Concert Expenses	3,234.11	2,745.01
6032.70 Buses	913.75	823.04
6040.70 Printing	6,396.78	4,306.02
6050.70 Receptions	242.72	394.24
Total 2 General Programming Costs	15,083.41	10,488.62
3 Executive Director		
6020.70 FICA Taxes - Employer	1,070.10	990.84
6021.70 Medicare Taxes - Employer	250.26	231.72
6022.70 Salary	17,259.63	15,981.12
Total 3 Executive Director	18,579.99	17,203.68

Beaches Fine Arts Series Inc.

Profit and Loss

October - December, 2022

	TOTAL	
	OCT - DEC, 2022	OCT - DEC, 2021 (PY)
4 Educational Programming Director		
6380.90 Salary	2,499.99	1,666.66
6381.90 FICA - Employer	155.01	103.34
6382.90 Medicare - Employer	36.24	24.16
Total 4 Educational Programming Director	2,691.24	1,794.16
Total 1 PROGRAMMING EXPENSES	36,354.64	32,537.96
2 ADMINISTRATIVE EXPENSES		
1 PAYROLL		
6280.90 Administrative Payroll	14,014.20	12,976.14
6281.90 FICA - Employer	868.86	804.54
6282.90 Medicare - Employer	203.22	188.16
Total 1 PAYROLL	15,086.28	13,968.84
2 OTHER ADMINISTRATIVE EXPENSES		
6400.10 Board Related Expenses	151.11	-22.54
6425.10 Donor Related		59.99
6500.10 Dues and Subscriptions	600.87	872.24
6550.10 Financial Statement Review	1,500.00	
6620.10 Liability Insurance	2,528.58	2,479.00
6632.10 Facilities	750.00	750.00
6635.10 Printer/Copier Lease	954.10	1,062.56
6640.10 Stationery & Supplies	142.70	848.57
6645.10 Postage	1.68	154.96
6665.10 Telephone	578.80	527.63
6670.10 Travel	673.40	12.00
6675.10 Volunteer Expenses	154.70	
Total 2 OTHER ADMINISTRATIVE EXPENSES	8,035.94	6,744.41
Total 2 ADMINISTRATIVE EXPENSES	23,122.22	20,713.25
Total Expenses	\$59,476.86	\$53,251.21
NET OPERATING INCOME	\$ -14,140.51	\$23,037.22
NET INCOME	\$ -14,140.51	\$23,037.22

Beaches Fine Arts Series Inc.

Profit and Loss

December 2022

	TOTAL	
	DEC 2022	DEC 2021 (PY)
Income		
1 GENERAL SUPPORT		
4105.00 Corporate Support	50.00	
4125.00 Concert Offerings	1,755.00	954.00
4135.00 Private Donations	6,509.93	14,369.98
Total 1 GENERAL SUPPORT	8,314.93	15,323.98
2 GRANTS		
4108.00 State of Florida Grants		4,263.00
4115.00 Cultural Council CSGP Grant	2,500.00	9,314.25
Total 2 GRANTS	2,500.00	13,577.25
4 MISCELLANEOUS INCOME		
4310.00 General Accounts Interest	20.25	42.22
4310.10 Endowment Account Interest		26.50
Total 4 MISCELLANEOUS INCOME	20.25	68.72
Total Income	\$10,835.18	\$28,969.95
GROSS PROFIT	\$10,835.18	\$28,969.95
Expenses		
1 PROGRAMMING EXPENSES		
1 Contracted Artist Fees		
6012.70 Concert Artist Fees		3,051.50
Total 1 Contracted Artist Fees		3,051.50
2 General Programming Costs		
6010.70 Advertising and Design	500.00	481.66
6013.70 Artist Lodging		-357.00
6013.72 Artist Meals	20.00	649.53
6031.70 Other Concert Expenses	775.00	725.00
6032.70 Buses	577.45	394.01
6050.70 Receptions		268.22
Total 2 General Programming Costs	1,872.45	2,161.42
3 Executive Director		
6020.70 FICA Taxes - Employer	356.70	330.28
6021.70 Medicare Taxes - Employer	83.42	77.24
6022.70 Salary	5,753.21	5,327.04
Total 3 Executive Director	6,193.33	5,734.56

Beaches Fine Arts Series Inc.

Profit and Loss

December 2022

	TOTAL	
	DEC 2022	DEC 2021 (PY)
4 Educational Programming Director		
6380.90 Salary	833.33	833.33
6381.90 FICA - Employer	51.67	51.67
6382.90 Medicare - Employer	12.08	12.08
Total 4 Educational Programming Director	897.08	897.08
Total 1 PROGRAMMING EXPENSES	8,962.86	11,844.56
2 ADMINISTRATIVE EXPENSES		
1 PAYROLL		
6280.90 Administrative Payroll	4,671.40	4,325.38
6281.90 FICA - Employer	289.62	268.18
6282.90 Medicare - Employer	67.74	62.72
Total 1 PAYROLL	5,028.76	4,656.28
2 OTHER ADMINISTRATIVE EXPENSES		
6400.10 Board Related Expenses		-70.00
6425.10 Donor Related		59.99
6500.10 Dues and Subscriptions		872.24
6632.10 Facilities	250.00	250.00
6635.10 Printer/Copier Lease	314.25	442.87
6640.10 Stationery & Supplies		783.94
6645.10 Postage		152.80
6665.10 Telephone	199.76	175.78
Total 2 OTHER ADMINISTRATIVE EXPENSES	764.01	2,667.62
Total 2 ADMINISTRATIVE EXPENSES	5,792.77	7,323.90
Total Expenses	\$14,755.63	\$19,168.46
NET OPERATING INCOME	\$ -3,920.45	\$9,801.49
NET INCOME	\$ -3,920.45	\$9,801.49

Revenue Report January 12, 2023

Revenue Specifics –11/11/22 – 1/11/23

Corporate

- Allstate Match - \$50

Foundation

-

Concert Offering & Donations

- David Briggs - \$581
- Soweto Gospel Choir - \$2,595 (plus \$600 Patron renewal check included below)

Total Private Donations & Offerings

- Total Donations - \$13,491

Grants

- Cultural Council of Greater Jacksonville Holiday Grant - \$2,500

Fundraisers

- N/A

Miscellaneous:

- Interest - \$489

Revenue Forecast – 1/13/23 – 3/10/23

Corporate

- N/A

Foundation

- N/A

Grants

- Cultural Council - 1st and 2nd Installments
- State of Florida – 2nd Installment

Private Donations

- Concert Related

Fundraisers

- N/A

Director's Report January 12, 2023

Cultural Council "Holiday" Grant: BFAS received the \$2500 grant from the Cultural Council to support outreach to the elderly. This particular funding went towards the Soweto Gospel Choir concert, which was attended by many of the older population (as are most of our concerts). We had a large busload from Fleet Landing, for which we provided reserved seating.

Bank of America grant: BOA just put out its grant parameters for 2023-24.

As you know, we have received BOA grants for the past 3 years, without much fanfare—just a check in the mail. This year, I received an invitation to attend a webinar focusing on their parameters. We might fit into this one: **Economic Mobility focused on the needs of the community** (Community Development & Small Business Resiliency). I hope for continued funding from them.

David Briggs Concert and Outreaches

The Briggs concert and activities went well, with a good audience for the concert, and sizable audiences for the outreach programs as well. In fact, one student approached Martha following the afternoon outreach for disadvantaged children and excitedly pronounced, "I want to come back!"

Soweto Gospel Choir

As we expected, Soweto Gospel Choir had an enormous audience for the concert as well as the outreach. We seated people in the choir area as well as on the sides of the artists to allow as many as possible to see them. I am pleased to report that our two major sponsors for this concert both sent representatives to it. Community Foundation, the Signature Sponsor had a number of representatives, and said that they want to continue their funding of our programs. A member of the CC board was also in attendance, and said that he was particularly impressed with all of our programming. The exhibiting visual artist for the concert, Chris Clark, was a no-show, which is a first for BFAS. It was too late for us to hang another exhibit, so we had no artwork for this concert.

Upcoming Concerts in February:

Marcus Roberts Trio on February 5: This residency with the Trio is a challenge, logistically, but we will work it out. We need to provide a jazz drum kit and a double bass, and then schlep them around to the various Edu Out locations, as well as set up and take down to accommodate services at the church. We are waiting for an estimate from Event Craft to see what the "damage" will be if they do all of this for us. In addition to the concert, the Trio will perform an outreach at SPBTS; an after school program at St. John's Cathedral; and a performance and talk at Florida School for the Deaf and Blind. This residency is funded in part by a \$6000 grant from SouthArts. The visual artist for this concert was Debbie Ponders, who

notified us recently that she was withdrawing. Luckily, Annelies Dykgraaf, former Vis Arts Coordinator and artist, agreed to present an exhibit at this concert, and we are extremely grateful to have her on board for it.

Espressivo!

Espressivo! is the new name for the Laredo-Robinson-Polonsky-Van de Stadt quartet performing for us on February 24. This distinguished ensemble will perform “Beloved Piano Quintets” in memory of Joseph Kalichstein, who died last spring. BFAS is privileged and thrilled to be the **inaugural performance** of this extraordinary ensemble of artists. They will also conduct a master class at UNF.

Chanticleer will grace our series on March 5 in a program entitled “Labyrinths”, which includes music from the 1400s to modern classics, in their usual spectrum. We anticipate that this concert will also bring a crowd.

ONCE AGAIN:

Signature Concert Sponsorships for 2023-2024!

It is not too early to reach out to people regarding next year’s sponsorships. I would like to develop a consistent sponsorship roster, including individuals but also focusing on the corporate community. Your board commitment includes your helping with your relationships whom we can contact to promote these signature sponsorships.

CMA Conference:

Martha and I attended the CMA conference from Jan. 4-8 in NYC. With face-to-face meetings with agents, our 2023-24 season is well underway with planning, and we even have some great possibilities for 24-25! We should be able to give the board a big update at the next meeting in March. We are working with an 80K budget for artists fees for 2023-24. We will also have a budget for educational outreach season programs, which includes many of these artists but also adds a few that are separate from the regular concert season. More to come on all of this.

First Coast Dancing with the Stars, 2023

Martha and I will begin interviewing the potential Stars for 2023 in January, as well as recruiting others who are not yet known to us. If you have anyone whom you believe would be a stellar addition to our list, PLEASE do let us know. We are always looking for men, of course. Our Stars need to commit to raising a minimum of \$5000 to support the event. This funding helps to cover expenses associated with the event, including payment to their pros.