

AGENDA
BOARD OF TRUSTEES MEETING
May 11, 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

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

- Donor Cultivation & Engagement
 Topic: Solicitation Brochure & Board Commitments Kathy Wallis, Martha Gerding

- Visual Arts MJ Hinson

New Business

Adjournment Akia Uwanda McDaniel

Beaches Fine Arts Series Board of Trustees

March 9, 2023 Meeting

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

Members Absent: Michele D. Lee, MJ Hinson, Aida Mechetti

Staff Present: Kathy Wallis, Executive Director; Martha Gerding, Associate Director

Call to Order

The Board of Trustees meeting was called to order by Elaine Hall at 6:36pm.

Approval of January 12, 2023 Meeting Minutes

The minutes from the January 12th meeting were approved following a motion by Bob Wall, with second by Ramesh Shah.

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 noted that the financial position remains consistent with the prior year, with net income still positive, partially due to the prepayment of concert expenses last year. Current period expenses are running slightly higher than 2022, but is consistent with inflation, which was factored into the operating budget. Ramesh asked if we had prepaid any expenses for next year. Kathy and Martha noted that while the season schedule has been set and four contracts to date have been received, expenses will not be prepaid until later this year (refer to Director’s Report). Bob inquired if we were planning to add to the investment portfolio, which Martha addressed, advising that when the endowment CD comes up for renewal, an additional \$25K will be added. Kathy and Martha continue to monitor investment rates for future maturity date renewals and diversifying the investment portfolio.
- **Financial Review (written)** – Martha Gerding submitted a written report prior to the meeting which reflected up-to-date information through March 7th. Martha expressed her appreciation for Elaine’s diligence and role in supporting the financial management of the organization, citing an example of post-concert donation reconciliation. Martha highlighted the incremental increases in expenses, primarily due to printing and the advertising campaign. The Board and staff discussed the capturing of concert attendee demographics and information. Kathy noted that several patrons are retaining their concert brochure for subsequent concerts, which could result in capturing fewer responses to the demographic data. Martha advised that she continues to capture information from the advertising campaign (via concert booklets envelopes, website, donor envelopes) regarding demographic and input on topics such as ‘how did you hear about us.’ These data points are helpful for evaluating communication vehicles and grant response development. Kathy will modify her ‘Welcome’ address at concerts to emphasize the importance and use of attendee input. Martha concluded by noting that the Revenue Report reflected the Cultural Council and State of Florida grant receipts.

The third installment from these grants are anticipated prior to the next Board meeting in May.

- **Executive Director Report (written)** – Kathy covered several of the points contained in her written Executive Director’s report, including a separate attachment for the Marcus Roberts Trio outreaches. The Florida School for the Deaf and Blind sent letters of appreciation, in Braille, from their students including translations from their teachers. Kathy exclaimed that this was truly “a residency to remember.” The results of this event were captured in a booklet created for the South Arts Grant and can be included in future grants. Espressivo! concert was well received, and Kathy provided background for one of the musicians in the group, who is from Jacksonville and was ‘discovered’ at a previous outreach concert/master class she attended. The Chanticleer concert was stunning, with a huge response from the standing-room only crowd. We are thrilled that a UNF student has been selected to become a member of Chanticleer. We look forward to having Chanticleer return in the ‘24/’25 season! She noted that our Board President, Akia Uwanda McDaniel recently received a ‘Music Excellence’ award from Channel 4. Congrats, Akia!!! The Memorial Day weekend concert will be on Friday evening with the Jacksonville Symphony at St. Paul’s by-the-Sea Episcopal Church. Kathy is coordinating the parking arrangements with the Beaches School, and with a large attendance anticipated, she suggested that all plan to arrive early! Kathy met recently with the JSO’s new CEO, Steve Libman, and he is excited to be more involved with BFAS. He indicated he would look into allowing the concert to be recorded for Performance Today.
- **Educational Programming Report:** Tracy Morris did not attend the meeting but submitted his report as part of the pre-meeting packet. Kathy highlighted the planned concerts and outreaches with Alon Goldsmith, Stoltzman (replacing the Italian Saxophone Quartet who cancelled), and the American Brass Quintet (ABQ). ABQ have agreed to add an additional masterclass at UNF.

Fundraisers

- **Dancing with the Stars** – Planning for the 2023 Dancing with the Stars is underway. Kathy and Martha were scheduled to talk to four potential ‘Stars’, noting that our great Pros are already lined up. The event is taking place in September, with the big reveal promotional event planned May 22nd at Season’s 52. The 2023 information has been updated on the website. The Board was encouraged to continue to recruit potential ‘Stars’ to support filling the roster for this important fundraiser.
- **Donor Cultivation and Engagement – Patron Party:** Kathy reminded the Board that the annual Patron Party will be on April 1st at the home of Ramesh Shah and Deedie Domenicali, with music by cello students from UNF, including our very own Board members Grace and Megan. 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 Board members to promote sponsorship opportunities for the upcoming season with the attending patrons.

Visual Arts: In MJ’s absence, Kathy and Martha advised that she is working to secure pieces from current season artists for the ‘Juried Art Show’ at the upcoming Patron Party. The winner will be announced at the party. She is also working on next season’s lineup of artists.

New Business

- **Other Business – Recording equipment logistics for Performance Today**
Dorreen brought up a concern regarding positioning of the recording microphone stand. The current stand position is placed in the center of the aisle at the first pew in the church. Patrons and attendees are often distracted and are not aware of the protruding legs of the stand. Martha will talk with Tim (the recording technician) about options.

Adjournment – Being there was no further business, the meeting was adjourned by Akia at 7:53PM.

The next meeting of the Board of Trustees will be held on Thursday, May 11, 2023 at 6:30PM in the BFAS offices.

Respectfully submitted by Deborah Baker, Secretary

Beaches Fine Arts Series, Inc.

Financial Summary

Period Ending April 30, 2023

Now that the pandemic has been declared officially over, our financial reporting is returning to the historical pattern we have experienced throughout most of our history – we receive the bulk of our revenue in the later part of our fiscal year.

Cash in Bank accounts totals \$308K as of April 30, 2023, a decrease of \$38K from the total last year. Total assets are \$310k, \$46K less than a year ago.

Gross income for the year-to-date period ending April 30, 2023 was \$124K, \$34K less than last year, which included \$28K from the Covid Employee Retention Credit Refund and \$25K from the Delores Barr Weaver Foundation. Total expenses for the fiscal period were \$167K, \$23K higher than last year, reflecting higher total concert expenses which are now fully paid for this year. The Net Operating Loss for the period, \$43K, is \$57K higher than last year, which was positive at this point. This is not a cause for concern.

So again, as a reminder, we typically operate at a loss during much of the fiscal year as our fundraising activities come at the end of our season. As we move into the fundraising phase, we will start to see increases in income in the months ahead as we build assets for next year's programs.

Respectfully submitted,

M. Elaine Hall

Beaches Fine Arts Series Inc.

Balance Sheet Summary

As of April 30, 2023

	TOTAL	
	AS OF APR 30, 2023	AS OF APR 30, 2022 (PY)
ASSETS		
Current Assets		
Bank Accounts	308,818.74	347,355.65
Accounts Receivable	-0.91	-0.91
Other Current Assets	100.00	7,300.00
Total Current Assets	\$308,917.83	\$354,654.74
Fixed Assets	1,424.98	2,286.98
TOTAL ASSETS	\$310,342.81	\$356,941.72
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	310,342.81	356,941.72
TOTAL LIABILITIES AND EQUITY	\$310,342.81	\$356,941.72

Beaches Fine Arts Series Inc.

Profit and Loss

October 2022 - April 2023

	TOTAL	
	OCT 2022 - APR 2023	OCT 2021 - APR 2022 (PY)
Income		
1 GENERAL SUPPORT		
4105.00 Corporate Support	830.00	10,540.00
4106.00 Foundation Support		31,500.00
4125.00 Concert Offerings	6,933.00	5,565.11
4135.00 Private Donations	39,747.69	35,951.33
Total 1 GENERAL SUPPORT	47,510.69	83,556.44
2 GRANTS		
4107.00 City of Atlantic Beach Grant	5,000.00	1,500.00
4108.00 State of Florida Grants	30,000.00	21,327.00
4109 Bank of America Grant	5,000.00	
4115.00 Cultural Council CSGP Grant	27,471.00	18,628.50
4116.20 Other General Grants	6,000.00	4,512.02
Total 2 GRANTS	73,471.00	45,967.52
4 MISCELLANEOUS INCOME		
4116.11 Employee Retention Credit Refund		28,184.73
4310.00 General Accounts Interest	2,416.91	299.49
4310.10 Endowment Account Interest	460.32	181.30
Total 4 MISCELLANEOUS INCOME	2,877.23	28,665.52
Total Income	\$123,858.92	\$158,189.48
GROSS PROFIT	\$123,858.92	\$158,189.48
Expenses		
1 PROGRAMMING EXPENSES		
1 Contracted Artist Fees		
6012.70 Concert Artist Fees	28,500.00	17,091.50
6037.70 EDU Artist Fees	4,300.00	
Total 1 Contracted Artist Fees	32,800.00	17,091.50
2 General Programming Costs		
6010.70 Advertising and Design	4,975.00	3,213.30
6013.70 Artist Lodging	361.00	6,808.88
6013.72 Artist Meals	2,776.31	3,617.25
6031.70 Other Concert Expenses	9,909.11	4,583.02
6032.70 Buses	913.75	915.40
6040.70 Printing	9,430.26	7,569.66
6050.70 Receptions	1,254.53	1,101.66
Total 2 General Programming Costs	29,619.96	27,809.17

Beaches Fine Arts Series Inc.

Profit and Loss

October 2022 - April 2023

	TOTAL	
	OCT 2022 - APR 2023	OCT 2021 - APR 2022 (PY)
3 Executive Director		
6020.70 FICA Taxes - Employer	2,496.90	2,311.96
6021.70 Medicare Taxes - Employer	583.94	540.68
6022.70 Salary	40,272.47	37,289.28
Total 3 Executive Director	43,353.31	40,141.92
4 Educational Programming Director		
6380.90 Salary	5,833.31	4,999.98
6381.90 FICA - Employer	361.69	310.02
6382.90 Medicare - Employer	84.56	72.48
Total 4 Educational Programming Director	6,279.56	5,382.48
Total 1 PROGRAMMING EXPENSES	112,052.83	90,425.07
2 ADMINISTRATIVE EXPENSES		
1 PAYROLL		
6280.90 Administrative Payroll	32,699.80	30,277.66
6281.90 FICA - Employer	2,027.34	1,877.26
6282.90 Medicare - Employer	474.18	439.04
Total 1 PAYROLL	35,201.32	32,593.96
2 OTHER ADMINISTRATIVE EXPENSES		
6400.10 Board Related Expenses	173.07	97.29
6400.2 Charitable Contributions	-1,395.53	2,500.00
6410.10 Computer Related	187.48	
6416.10 Development Expenses	101.18	208.74
6425.10 Donor Related	3,186.31	4,659.67
6500.10 Dues and Subscriptions	1,821.67	2,342.82
6540.10 Corporate Filing Fee	89.75	61.25
6550.10 Financial Statement Review	1,500.00	
6600.10 Form 990 Preparation Fee	1,500.00	1,274.02
6610.10 Solicitation Permit	205.00	205.00
6620.10 Liability Insurance	2,528.58	2,479.00
6632.10 Facilities	2,150.00	1,750.00
6635.10 Printer/Copier Lease	2,312.09	2,627.01
6640.10 Stationery & Supplies	1,408.24	1,112.60
6645.10 Postage	255.48	278.95
6665.10 Telephone	1,392.60	1,238.78
6670.10 Travel	2,008.06	12.00
6675.10 Volunteer Expenses	154.70	
Total 2 OTHER ADMINISTRATIVE EXPENSES	19,578.68	20,847.13

Beaches Fine Arts Series Inc.

Profit and Loss

October 2022 - April 2023

	TOTAL	
	OCT 2022 - APR 2023	OCT 2021 - APR 2022 (PY)
6300.10 Bank Charges	0.00	
Total 2 ADMINISTRATIVE EXPENSES	54,780.00	53,441.09
Total Expenses	\$166,832.83	\$143,866.16
NET OPERATING INCOME	\$ -42,973.91	\$14,323.32
NET INCOME	\$ -42,973.91	\$14,323.32

Beaches Fine Arts Series Inc.

Profit and Loss

April 2023

	TOTAL	
	APR 2023	APR 2022 (PY)
Income		
1 GENERAL SUPPORT		
4106.00 Foundation Support		31,000.00
4125.00 Concert Offerings	825.00	1,138.11
4135.00 Private Donations	6,614.62	4,754.04
Total 1 GENERAL SUPPORT	7,439.62	36,892.15
2 GRANTS		
4116.20 Other General Grants		4,512.02
Total 2 GRANTS		4,512.02
4 MISCELLANEOUS INCOME		
4310.00 General Accounts Interest	508.04	45.23
4310.10 Endowment Account Interest		25.69
Total 4 MISCELLANEOUS INCOME	508.04	70.92
Total Income	\$7,947.66	\$41,475.09
GROSS PROFIT	\$7,947.66	\$41,475.09
Expenses		
1 PROGRAMMING EXPENSES		
1 Contracted Artist Fees		
6012.70 Concert Artist Fees	28,500.00	5,000.00
Total 1 Contracted Artist Fees	28,500.00	5,000.00
2 General Programming Costs		
6010.70 Advertising and Design	500.00	500.00
6013.70 Artist Lodging		5,364.00
6013.72 Artist Meals		726.16
6031.70 Other Concert Expenses	650.00	650.00
6032.70 Buses		92.36
6050.70 Receptions		557.60
Total 2 General Programming Costs	1,150.00	7,890.12
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
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	36,740.41	19,521.76

Beaches Fine Arts Series Inc.

Profit and Loss

April 2023

	TOTAL	
	APR 2023	APR 2022 (PY)
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		
6400.2 Charitable Contributions	-1,395.53	2,500.00
6416.10 Development Expenses		39.96
6425.10 Donor Related	425.67	4,599.68
6500.10 Dues and Subscriptions		256.97
6632.10 Facilities	350.00	250.00
6635.10 Printer/Copier Lease	314.25	553.77
6640.10 Stationery & Supplies		123.88
6645.10 Postage		116.00
6665.10 Telephone	204.68	179.79
Total 2 OTHER ADMINISTRATIVE EXPENSES	-100.93	8,620.05
Total 2 ADMINISTRATIVE EXPENSES	4,927.83	13,276.33
Total Expenses	\$41,668.24	\$32,798.09
NET OPERATING INCOME	\$ -33,720.58	\$8,677.00
NET INCOME	\$ -33,720.58	\$8,677.00

Revenue Report May 9, 2023

Revenue Specifics – 3/8/23 – 5/9/23

Corporate

- N/A

Foundation

- N/A

Concert Offering & Donations

- Chanticleer - \$2,698
- Alon Goldstein - \$791
- Stoltzmans - \$1,184

Total Private Donations & Offerings

- Total Donations - \$12,967

Grants

- N/A

Fundraisers

- N/A

Miscellaneous:

- Interest - \$624

Revenue Forecast – 3/8/23 – 5/9/23

Corporate

- PGA Tour, Inc.
- Bank of America

Foundation

- Nancy McDonald Foundation
- Thurston Roberts Charitable Foundation – Signature Concert Sponsorship – Stuart Ashby-Fore

Grants

- Cultural Council of Greater Jacksonville – 3rd Installment
- State of Florida – 4th Installment

Private Donations

- Solicitation Response
- The Tasher Curry Family – Signature Concert Sponsorship
- Hud & Rolly Berrey - Signature Concert Sponsorship
- Barb Wenger – Signature Concert Sponsorship

Fundraisers

- First Coast Dancing with the Stars – Tickets, Gala Program Ads, Voting

Director's Report
May 11, 2023

Concerts:

On March 24, the wonderful Israeli concert pianist **Alon Goldstein** appeared in concert, which had been preceded by 3 outreach activities. He worked with elementary school children in a concert/talk at SPBTS; after school students from Carpenter's Shop; and conducted a master class at UNF for pianists.

On April 16, BFAS presented famed Grammy winning clarinetist **Richard Stoltzman** with his son, noted jazz pianist **Peter John Stoltzman**. Mr. Stoltzman was frail but indomitable as a performer, and did a fantastic job with UNF master class students. His son, Peter, was wonderful. Since this concert, several people have told me how touched they were by the performance and the obvious closeness of the father-son relationship.

May 7 was the return of the American Brass Quintet in their 5th performance on the series. They have most recently added a new trumpet—Brandon Ridenour, who performed for BFAS as a duo with Cory Smythe in the 2016-17 series, and also with Canadian Brass in 2020-21—and a new trombonist, Hillary Simms. It was a terrific concert followed the next day by a really wonderful outreach to Fort Caroline Middle School. This Title 1 school of the Arts has some talented students who listened intently and asked great questions. We will plan to take other artists to this school in the future. Kudos to Tracy Morris, who set this outreach up quickly when the planned program at SPBTS was cancelled because of testing in the schools.

BFAS was thrilled to receive the Irene Lazzara Beaches' Celebration of the Arts Award on May 7. Thanks to Marjorie, Lynne, and Aida for attending the event to accept the award for us, since American Brass was performing at the same time. Thanks also to those of you who took the time to nominate BFAS for the award. This award was the major award given by FCCC for the year, and we are proud to receive it. We hope that it will be a great new addition to our grant-writing mentions!

First Coast Dancing with the Stars, 2023

I hope that by the time of the board meeting, all stars will be set for the event. The Reveal is at Seasons 52 on Monday, May 15. If you plan to attend, please let me know tonight.

Here are our current committed stars:

Clarissa Chandler
Brittany Molina
Paul Saville
Mark Marcoux
Jessica Ring
Aurica Duca

Cyndy Tomassetti
Jennifer Cuevas Christ

We are working on two more for a total of ten! We are also seeking restaurants and need your help! So far, we only have TacoLu, Seasons 52, and possibly SoNapa Grille, possibly Hamburger Mary's, plus Orsay for the VIP event. We need a total of 7 for the dinner.

Patron Party April 1

The great patron party was held at Ramesh and Deedie's this year, and was a big success. Big thanks to them for hosting! The wonderful music was provided by Nick Curry's cello students, and among them are our very own board members, Megan Hermann and Grace Raper! Thanks to all of them. We were able to acquire 2 Signature Sponsorships for 23-24, making a total of 4 so far for our 51st season.

Signature Concert Sponsors

We still need SIX more sponsorships! These donations came from businesses as well as from individual donors in 2022-23. PLEASE do try to think of your contacts for these concerts! Here is what we have:

The Curry/Tasher Families: Galvin Cello Quartet (HUGE thanks!)

Hud and Rolly Berrey: Vida Guitar Quartet

Barb Wenger: Llewellyn Sanchez-Werner

Stuart Ashby-Fore: The Queen's Six

FINAL CONCERT OF 50th SEASON!

As you know, we present the Jax Symphony in our final concert of the season, and it will be an overflow house for this performance of patriotic music on the Friday of Memorial Day weekend. Let us know if you plan to attend. There will be a reception handled by Oceanside Rotary, which is also our Signature Concert Sponsor for this event. Lisa Lofton is our exhibiting visual artist.