Newburyport Art Annual Meeting (FY22)

April 25, 2023

Mission Statement

Founded in 1948 by Sam Sargent, the Newburyport Art Association is dedicated to promoting and exhibiting our members’ work, to providing art education for students of all ages and skills, and to keeping the visual arts accessible for students in our local schools and for special needs adults.
AGENDA

- Welcome and Introduction of NAA Board and Staff  
  Scott Simmons, *NAA Board President*
- NAA Organization & Board Membership
- Financial Overview
- Fundraising-Development
- FY22 Strategy  
  Lisa Naas, *NAA Executive Director*
- Membership
- Marketing
- Exhibitions & Artist Opportunities
- Education
- Gallery Happenings: Special Events
- Building & Grounds
- 75th Anniversary Launch & Upcoming Celebrations
- Re-election Vote for Board Directors  
  Paige Baumann, *NAA Board Director*
- Q&A  
  Everyone
FY22 BOARD MEMBERSHIP

New Board Members
- Brian Harrington
- Marissa Parillo
- Max Schenk
- Adrienne Silversmith

Incumbent Board Members
- Tom Bailey
- Paige Baumann
- Lori Clark
- Susan Dougherty
- Laurie Hylton
- Deb Pare
- Lisa Purinton
- Kelly Shea Knowles
- Scott Simmons
- Jean Trim

Departed Board Members
- Luis Fernandez
- Jason Harris
- Peter Kimmins*
- Peter Kreisky

* Deceased

Executive Committee Members
- Jean Trim (President)
- Lori Clark (Vice President)
- Brian Harrington (Treasurer)
- Deb Pare (Secretary)
In 2021, NAA received two unique funds that won’t repeat:

- $88,000 Grant from Mass Cultural Council for Covid Relief
- $100,000 from NAID, which disbanded and gifted monies
FINANCIAL OVERVIEW - Expenses

**Total 2022 Expenses - $402,145**
- Staff Payroll, 66%
- Building Occupancy, 7%
- Outreach, 4%
- NAA Show, 4%
- Auction, 8%
- Education, <1%
- Administrative, 3%
- Other, 8%

**Total 2021 Expenses - $332,218**
- Staff Payroll, 65%
- Building Occupancy, 9%
- Outreach, 4%
- NAA Show, 3%
- Auction, 4%
- Education, 2%
- Administrative, 3%
- Other, 11%
FUNDRAISING-DEVELOPMENT

2022 TOTAL Auction Income - $114,580
Highest to Date!

2022 Auction Sponsors
- The Christopher and Katie Bouton Charitable Fund
- Darling Consulting Group
- Eastern Bank
- Fruh Realty
- Matter Communications, Inc.
- M.K. Benatti Jewelers
- Minuteman Press
- VIGILANT Capital Management LLC

2022 Grants
- Anonymous: $13,500
- Newburyport Local Cultural Council: $650
TOTAL = $14,150

2022 Additional Fundraising for Unrestricted Operating
- Annual Appeal & Year-end Appeal
TOTAL = $23,781

Additional Fundraising established 3 Memorial Funds and Enabled Young & Budding Awards and ArtLink Scholarships

2022 was a heavy grant application and proposal year with successes to be realized in 2023!

The Development Committee was established in late 2022 and is a new NAA committee...we are looking for more members. Come join us!
RELAUNCH, REBUILD, RENEW!
MEMBERSHIP

We grew!
- 365 members at the start of 2022
- 530+ members at year’s end
  ~ 60% Artist Members, 30% Artist Plus,
  ~ 6% Community, 4% Early Career
- Youngest: 14! Oldest 92?!?

Relaunched “Master Artist” Program
- Over 70 artist members received this distinction
  (through an application & review process in 2019)
- The newly relaunched program is offered as a designation/NAA honor
- Separated from membership; new application cycle expected late 2023

Established the new Member Spotlight Program
- Artist Member benefit & opportunity for a small solo show
- Takes place in the new Mural Gallery

Membership Database Migration: Researched, Funded, & Implemented
- Data migration to Neon One centralized database (live on April 14th 2023)
- Phased roll-out, with a basic membership portal to launch in May (2023)

Cheers to Tom Bailey, our Board Member who led the way ushering in our database migration
The Membership Committee is looking for additional members!
MARKETING

Brand
- Dropped “Association” in daily communications to complete the new brand

Processes in place for every exhibition/activity to better support artists and members
- Press releases to local/regional outlets, posters, social media, e-newsletter blasts
- *NEW* media toolkits for artists, building banners, and sandwich board signs

Tracking Metrics: Increased Traffic during 2022
- 1,800 E-newsletter recipients (up from roughly 1,000 at the start of the year)
- 4,000 website visits & 9,000 page views per month in the 4th quarter of 2022
- 3,500+ followers on both Facebook and Instagram to close the year

Special Activities/Focuses
- BONS Marketing & Voting: Winner of the BONS! Best Art Gallery
- Virtual Artist Open House series
- 21st Annual Art Auction: Venetian Carnival theme

Committee Re-established!
- Relaunched committee late 2022 with Marissa Parillo (Committee Chair)
- Developing community engagement techniques for NAA awareness

The Marketing Committee is looking for additional members!
EXHIBITIONS & ARTIST OPPORTUNITIES: In-house at 65 Water Street

42 TOTAL In-house exhibitions & opportunities for our artists

- 8 general (themed) exhibitions
- 4 formal juried shows
- 6 Featured Interest Group (FIG) shows
- 6 Featured Artist (FA) shows
- 1 Annual Art Auction Exhibition
- 1 Annual (yearlong) outdoor sculpture exhibition
- 1 Annual Art Adventure Grant & Finalists Exhibition
- 1 OpArt Exhibition
- 2 Young Artist Exhibitions: Young & Budding, NHS Senior Show
- 2 exhibitions to relaunch the NAA Master Artist program
- 4 gift shop opportunities
- **6 Member Spotlights *NEW***

Bonus notes!

- In 2022, Newburyport Art established a consistent mirroring of physical exhibitions through its online galleries, event pages, and virtual shop.
- The October exhibition - Glass Perspectives - had artists participate not just from across the country, but overseas as well... our first international show!

Dozens of cash awards given out throughout the year to adults & youth!
EXHIBITIONS & ARTIST OPPORTUNITIES: Artist-in-Residence & Visiting Guest Artists

*NEW PROGRAMS*

Artist-in-Residence, Member Erin Bligh
- 2021 pro-bono designed and painted the back door (“Art Inside”), attracting visitors from the Rail Trail
- 2022 Commissioned to design and paint the hall and stairwell to establish the Mural Gallery – home to Member Spotlights – which simultaneously features a rotating selection of artists while drawing visitors upstairs into the Hartson Gallery

Visiting Guest Artist, Clare Wilson
- UK-based glass artist, welcomed as part of the Year of Glass celebrations
- Led a talk on her own artistic practice, as well as artistic brand development

Visiting Guest Artist, BRUSH|REED
- Collaborative duo, exploring painting and sound through live performance
- Led an Artist Workshop and two live performances (NAA & Firehouse)
EXHIBITIONS & ARTIST OPPORTUNITIES: Community Partnerships

Partner exhibitions & opportunities

- Firehouse Performing Arts Center collaboration to co-host BRUSH|REED
- Senior/Community Center partnership for Nature’s Kaleidoscope
- Custom House Maritime Museum partnership for outdoor sculpture show
- Newburyport Garden Club collaboration for an “art-in-bloom” style show
- “Art Around Town” Series established with Metzy’s Cantina
EXHIBITIONS & ARTIST OPPORTUNITIES: Community Engagement & Events

Proud to call Newburyport our home
- Appointed to the City of Newburyport’s newly formed Public Art Team
- Participating on Steering Committee of Newburyport Arts Collective (NAC)
- Proud participants of the biannual NBPT ArtWalk, where NAA hosted artist demonstrations and talks
- *Celebrating Access*: Artist Talk & Town Hall Meeting delivered by Lisa Naas

Spring Fest & Arts Markets
- Spring Fest ‘22: NAA provided tents, tables, and 24 three-hour timeslots for artists to show & sell their work in Waterfront Park over the festival weekend, while NAA plein air painters dotted the waterfront
- In the Sculpture Garden: NAA hosted its own Summer Arts Markets on Saturdays along the Rail Trail, featuring 24 artists and their work
EDUCATION: *ArtLink* Scholarships

**NAA ArtLink Scholarships**

- 9 scholarships totaling over $9,000 for graduating seniors pursuing art, art education, and/or arts management in college
- Made possible through the generous support of the Hemphill Family Foundation, the Biese Family, the Arbeit-Cheney Charitable Fund, Karla Emmerling, and the friends and family of the late Jennifer Mackay Windle

- Congratulations to the recipients!
  - *Jacob Cole* ($400), Triton High School
  - *Sophia Delle Chiaie* ($500), Haverhill High School
  - *Sarah Grinnell* ($1,500 + $400), Pentucket High School
  - *Emelia Hight* ($1,000), Triton High School
  - *Andy Lasson* ($2,000), Newburyport High School
  - *Kallyn Lavallee* ($1,300), Haverhill High School
  - *Sadie Riordon* ($1,000), Newburyport High School
  - *Anna Rossi* ($1,000), Newburyport High School

- The Hemphill Family Foundation also funds an annual scholarship that covers attendance at the Massachusetts College of Art & Design’s Summer Studios Pre-College Program
  - *Congratulations to Elle Miller of Newburyport High School!*

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*Image of a rocky coastline with a couple sitting on a rock looking out at the ocean.*
EDUCATION: In-house classes & workshops

Relaunching educational studio art and professional development opportunities across ages, levels, and media

- **Instagram for Artists** with former NAA staff member Krista Sonia
  11 registrants, 1 professional development workshop

- **Photographing Your Art** with Master Artist Stoney Stone
  11 registrants, 2 studio art workshops

- **Painting with Enamels on Glass** with NAA Artist Bonnie House
  6 attendees, 1 studio art workshop

- **Drawing 101** with NAA Instructor Deborah Stanton
  16 registrants, 1 studio art workshop
EDUCATION: The NAA Wednesday Night Peter Kimmins Drawing Sessions

Honoring NAA Board Member Peter Kimmins

- Live Drawing Fundraiser Marathon: November 2–4, 2022
- Raised $2200 to establish a memorial fund to honor Peter’s passion and legacy at NAA
- Enabled us to relaunch the much-loved Wednesday night drawing sessions
- Created the 2023 NAA Peter Kimmins Memorial Scholarship
- Celebration of Life: November 4th, 2022
GALLERY HAPPENINGS: Special Events

Member & Community Gallery Use for Special Events & Programming

- Welcomed the return of our Featured Interest Groups to hold their meetings
- Hosted 4 book events by NAA authors and illustrators for both children and adults
- Re-established our private space rental program and held our first event (a post-wedding brunch!)
- Hosted 3 member live painting events
- Turned the galleries into a site for day drawing event
- Hosted 2 celebrations of life for members and their families/friends
- Hosted Newburyport High School’s Auction to benefit their art program
BUILDING & GROUNDS

Interior: Mural Gallery
- Established a new show space for Member Spotlights & pop-up shows
- Artist-in-Residence Erin Bligh used the space as part of her residency

Exterior: New Plaque from Newburyport Preservation Trust
- The Trust researched the history of our 65 Water Street property & building
- Designated it historically significant to Newburyport & gifted the plaque to us
- 100th Trust application for their plaque program
- Celebrated with an NAA History Day & Plaque Unveiling in November ‘22

Many thanks to the Trust and to Skip & Marge Motes for shepherding the project and contributing to the research on Newburyport Art’s history!
STAFF UPDATES

New Staff in 2022
- Evan Jespersen: Facilities Manager
- Sarah Trim: Gallery Associate
- Erin Bligh: Artist-in-Residence

Incumbent Staff in 2022
- Lisa Naas: Executive Director
- David Faleris: Systems & Technology Director
- Kathy Porter: Accounts Associate
- Maria Katzounos: Special Events & Development Coordinator
- Kelly Page: Lead Gallery Associate
- Claudia Mathews: Gallery Associate
- Rowan Vasilenko: Gallery Associate
- Grace Sullivan: OpArt Artist Ambassador

Departing Staff in 2022
- Mab Galatea: Gallery Manager
Planning in 2022 for 2023: Official Launch Today!

Thank you so much to Newburyport Bank Charitable Foundation, Lead Sponsor for 2023 with their incredible $75,000 pledge!

Upcoming Celebrations, Artist Opportunities, & Special Events

- *Explorations of a Blank Slate: 7x5 for 75!* Exhibition opens this Friday in the Hartson Gallery!
- *Scenes of Newburyport & Newburyport Art:* Exhibition slated for July & August
- Saturday, September 23, 2023: Anniversary-themed Art Auction & Party!
- *Journeying Well: Artistic Pathways* Exhibition planned for November & December

3 new logos for our anniversary year (Thank you to Alicia Ozyjowski, Marketing Committee Member for the designs!)
THANK YOU!

Everything we do is built on you!

Thank you to our

Member Artists
Community Art Lovers & Buyers
Donors & Sponsors
Board
Staff
Volunteers
Gallery Visitors
Community Partners
Board Member Re-election/Confirmation Vote:

Lori Clark
Susan Dougherty
Lisa Purinton
Q & A