

Board of Directors

2021 Annual Report to Membership

March 12, 2021

Reflections from Barbara Parker, President –

As I started reflecting on this past year... the COVID Pandemic overshadowed everything. The special events and art programs/classes we had worked so hard on seemed like a distant memory, so I pulled out the calendar and looked back.

2020 had started out strong, we had just finished a robust 1st quarter (Oct-Nov-Dec '19), classes were revving up, the BAC was supporting IRB community events like the "Taste of IRB" providing information on classes, shows, and creative art demo's; the "Holiday Tour of Homes", co-hosted with the IRB Homeowners Association, was a great success. In the first 2 months of the 2nd quarter (Jan-Feb '20) we hosted 2 successful fundraising activities, the 1st Plein Aire Cottage Artists showing in IRB with the gallery show "Save our Cottages: Artists with a Cause" and the evening also included the 1st IRB showing of the award winning "Save Our Cottages: Artists with a Cause" Documentary! It was a spectacular evening attended by well over 200 guests. Our annual Gala was the 2nd event themed "The Roaring 20's", great music, delicious food, and good friends made for a great evening! March kicked off with our largest gallery show in years with over 114 works of art, the reception was held Friday evening March 13th and the following week... "Lock Down" ...the Pandemic hit, and everything changed.

With that said... Covid did not slow us down! We were able to steer past the chaos... pivot and continue moving forward. With creativity and teamwork, we were able to begin and finish major capital improvement initiatives. With the realization that returning to the BAC for classes would not be an option we shifted on-line classes. What is truly amazing is that none of us knew anything about offering virtual classes. What we had was a strong desire to stay connected with our instructors, students, and BAC membership. We discovered ZOOM, learned how to use it, and started offering on-line classes. True it was not as simple as 1-2-3... but we were determined to keep our "doors open" even if it meant learning new technology and going virtual! BAC instructors Roberta Romeo, Barb Kuzin, Shawn Dell Joyce, and their students paved the way, became our first ZOOMers and the rest is history. Sept '20 we were able to resume in house

activities. We self-educated and developed BAC Covid Policy and procedures, following CDC considerations for ways to help protect individuals and slow the spread COVID-19. Re-opening was important as we played a vital role in maintaining community morale and cohesion. We continued to meet our mission of "...engaging the community of all ages in the creative arts." we offer on-line classes, hybrid classes (inhouse & online) and classes inhouse and students & teachers come from across the US.

I cannot even begin to share all our accomplishments, our victories or thank the many people who kept us going! The changes in practice to keep everyone safe, the work done to secure grants and funding, the Board and Irene Zafferes (our 1 emp), and dedicated volunteers all worked from home maintain/grow our non-profit. COVID did not slow us down it forced us to innovative, step outside our comfort zone and venture into new, exciting ways to keep creating!

All who love the BAC stood together and together we have persevered.... We have continued to Thrive!!!

**GIFT SHOP in 2020
Submitted by Linda Gerwig**



Covid stymied store sales and therefore the 2020 GS income. While the income projection for 2021 is low, the question is how can we shift current practice to create a positive impact on sales. One of the first things considered was online sales. To test the water we started with the online sales of Cottage Artist Calendar's and IRB Flags; both proved successful. Now we are exploring ways to increase exposure by adding weekend shop hours, studying ways to bring more young people in. How about a night or weekend where we transform into a coffee bar or hang out for music, art, and poetry to attract the young and old; or hosting kids interactive art events "kids create a gift for "Mother's Day"; hosting a monthly Art Market; and continue to expand inventory are just a few out of the box. We also need to promote that the BAC is a not for-profit 501c3, so we need to add a major permanent sign.



Financials

Submitted: Ed Hoofnagle, Treasurer

THE GULF BEACH ART CENTER, INC Profit and Loss

October 2019 - September 2020

	Total
Income	
	\$
Building Rental Income	2,334
Classes, Camp, Workshop Income	78,109
Donations Income	233,471
Gallery Show Income	54,426
Gift Shop Sales	7,813
Interest Income	305
Major Events Income	27,188
Membership Fees	10,410
Pottery Shop Sales (Clay)	720
	\$
Total Income	414,776
Cost of Goods Sold	
Total Classes, Camp, Workshop Expense	38,412
Donations Expenses	729
Gallery Show Expenses	33,180
Gift Shop Expenses	6,480
Major Events Expenses	6,893
Miscellaneous Expense	111
Total Cost of Goods Sold	85,805
	\$
Gross Profit / Surplus	328,971
Expenses	
6000 Accounting/CPA	5,200
6015 BAC Marketing	12,580
6020 Bank Service Charges	14
6200 Insurance Expense	11,199
Total 6210 Office Supplies & Expense	2,335
Total 6220 Payroll Expenses	22,863
6260 Pottery Room Expense	7,012
6270 Printing Expense	390
6285 Repairs & Maintenance	22,968
6289 Computer	998
6299 Depreciation	5,575
6300 Utilities	7,076
Merchant Fee	795
Property Tax	2,336
Sales Tax	3,830
Total Expenses	105,171
Net Operating Income / Surplus	223,800

NOTES:

Facility & Maintenance

Submitted: Larry Gerwig

Last year we discussed the kind donations to fund the Hurricane Hardening, now we can report all the improvement are completed. The work consisted of New Hurricane Windows and Glass Doors along with new metal door and hardware. The existing building hardening consisted of adding metal strapping to the existing wood trusses therefore tying them to the existing masonry wall or existing wood beams to meet the current building code wind loads. Engineering Design was performed by Joe Belt's Tampa Firm - Belt Engineering generously at a no cost donation.

Pinellas County Building Permits were finally issued about a year ago during the beginning of the pandemic. The construction work was successfully performed by Marty Kehoe- WKM Restoration Group and was supervised by the Facility Chair Larry Gerwig acting as the Construction manager. Work commenced just after the County Stay at Home mandate went into effect but complicated by our active show on the wall that needs to be out of the way. Members generally could not yet retrieve their works of art. The solution was the board volunteers carefully placed the members art with-in a temporary plastic wall enclosure constructed with-in the Gray gallery and it was designed to maintain air conditioning the art only as the galley was selectively demolished. Several months of work was required for this extensive work, but we hit a snag when portion of the existing pottery wood frame wall was found to be substandard and partially termite damaged and must be replaced, the existing roof was shored, and the existing exterior wood wall structure was removed and replaced. New stucco skin & interior Drywall was applied to match the existing building and insulated and made like new. The existing east gallery support wall was also found to not be constructed to any code and needed reworking/reinforcement. Contingency budget dollars were however adequate to hand all the unforeseen conditions. Hurricane hardening also included completion of the replacement of soffit material with new metal soffits and the addition of gutters and downspouts for water control.

After Hurricane Hardening, we ask our pottery student/IRB Resident/ benefactor Ron Sacra to design & complete an upgrade and build out of the rebuilt pottery studio shell. He personally designed and constructed with volunteers Guy Coreno, Peter Sawchyn, Rebecca Sacra & Linda Gerwig and Joyce Scalzo. A first-class pottery studio came out of this labor of love by all. A new SS Sink was also donated, and social distancing was maintained by relocation of equipment on the newly painted concrete floor. Joyce, Karen and many others donated time and energy to make it all a success. Ron added special custom shelving systems/units and lighting all custom built on site by Ron and his team of volunteers. We now truly have a world class Pottery Studio.

Another new donor stepped up to fund a 6 ft Plastic Fence around our new pottery entrance and sink area with room for the old shed and allowing containment of our storage/ trash and recycle bins. We also needed to add a new concrete ramp (HC) to the. Rear pottery new metal door. The north pottery line between the extensive trees was fenced with a DOT type 4 ft high fence out to our rear street.

An exterior pest service was also hired due to our extensive vegetation and signs of vermin.

Interior design upgrade Feasibility Study and Architectural Drawings were also completed by a generous donation of services by Scott Holmes of Holmes Architects.

The need for lighting after many existing old florescent failures prompted the LED Upgrade retrofit of all the Grey Gallery existing light fixtures. Along with our two offices and one fixture line of upgraded fixtures in the King Galley. All Interiors Improvements were funded by generous donations.

Public Relations and Marketing

Submitted: Andrea Harms, KindSunStudio

The Beach Art Center contracts the services of Andrea Harms (Kind Sun Studio) to maintain our registration site and website; build and enhance our reach in the community through social media; and design our marketing collateral.

No year has been more critical than 2020 to have an online presence and stay connected with our members and our broader community than during this year of Covid-19 and at-home isolation. For the past 3 years our online presence has continued to grow at a steady rate and in 2020, even though the Beach Art Center had to close for a time and reopen with fewer classes and no events or gatherings of any kind - our continued efforts to reach the community in unique ways resulted in 8,766 unique visitors to our Website, a 10% increase in Website Sessions, a 13% increase in Facebook Followers, and a 24% increase in Instagram Followers. As the vaccine rollout continues to improve conditions for social interaction, we anticipate our online activity will increase exponentially in 2021.

In response to membership feedback, we took the time during closing to improving our registration tool. After an exhaustive search for a better booking system for our classes, the Beach Art Center made the change to the Acuity Scheduling system in 2020. The reception from students, teachers and from Irene has been very positive. Everyone finds it easier to book and students can now rebook their own classes rather than work through Irene. Teachers all have access to their bookings, which is a great convenience. Timing of this rollout was perfect because with Covid, it became imperative that students book their own classes online, and Acuity helped that transition greatly. A huge shout out to Patricia Thomas and Irene Zafferres who were instrumental in the review process!

Education & Program Development

Submitted: Diane Scheidle, Chairperson

Heading into 2020, the BAC hoped to continue to further bring new art instructors to teach weekly classes, Art on the Rocks, and workshops for adults and creative programs for kids. These plans, of course, were thwarted by the impact of Covid-19. As a result, our creative kids camp was canceled for 2020 and our onsite adult educational program was put into lockdown on March 15. The BAC remained closed to onsite teaching until August 26 when it reopened for live teaching with strict Covid safety protocols.

To keep our education programs active and our members engaged, some of our class instructors began teaching via Zoom, which was very well received by students and allowed some classes to continue without Covid risk to instructors or students. We are pleased with our ability to reinvent ourselves and appreciative of the efforts of instructors, volunteers, and staff to make our transition successful.

The Zoom teaching option may have been a result of Covid, however, it has proven to be a great way to allow students to learn from home and for instructors to teach from a distance. One popular Zoom workshop was taught from Arizona. We expect the online teaching option to stay with us post Covid and now offer live onsite classes, online classes via Zoom and hybrid classes which are live onsite with a Zoom option. While we are still not back to pre-pandemic status, we have come a long way. Additionally,

- To position ourselves for maximum utilization of our facility when live teaching is back too normal, we changed our class times to allow for two daytime sessions per day per gallery, plus an evening session.
- We currently offer 15 weekly classes during high season, (compared to 16 last year).

- Art on the Rocks, our evening “make it and take it” program for all skill levels has been popular. Since reopening in August, we have hosted 22 Art on the Rocks classes and currently offer 13 classes through June 18.
- Thus far in 2021, we have held 4 workshops and have 5 future workshops scheduled in 2021 and beyond as we are now booking workshop instructors for 2022.
- From the low point during lockdown of zero students, we have rebounded to 365 students who registered for February classes.
- As life returns to normal, we hope to continue to explore more youth programs. Creative Kids Camp will return for 2021 and registration opened the first week of March. Class sizes, however, will be limited due to Covid and we are offering only full day camps this year. While we will not offer half day camps this year, we may offer some supplemental youth classes during the Camp program timeframe.
- We continue to reach out to instructors, local and national, to help us expand our workshop offerings, both live onsite and online Zoom.
- The BAC is now offering Ukulele classes and a writing class as we expand beyond the visual arts to complement our programs.

GALLERY SHOW REPORT

Submitted by Lynda Hamlet, Chairperson

The Gallery Show Committee gives a "Shout-Out" to the artists who stayed with us and entered work in each of the shows during the 2020 season. We faced challenges, unique for the times. Despite the shut down early on the COVID pandemic, we presented five wonderfully different shows.

The annual “Student Teacher Show” was an enormous success. We had 114 pieces of artwork ready to share with the public. Local artist, Viv Ruegger, judged the show. The day before the reception we had to shut down due to the pandemic. There would be no reception and no opportunity to recognize winners and present awards.

The committee regrouped, re-set the show calendar and was able to hang three wonderful shows between July and December to complete the year. An exciting aspect of the final three shows was the number of new artists putting work and becoming members, themselves. These additions to our census have excellent potential for the long-term health of our organization. valued long time members. While the number of visitors coming to see the artwork was significantly lower, we did see artwork sell, benefitting both the artist and the art center.

We ended our year on a positive note with the annual Holiday Show. Over 75 pieces of artwork were available for purchase. While viewing in person was limited, the quality of the work was borne out by the number of pieces that sold.

We are especially appreciative of the hard work and dedication of Irene Zafferes. Irene supported the Gallery Committee on a day-to-day basis managing the sale of artwork and handling visitor interaction as a well as routine communication with our artists.

Marketing of our shows has been a major factor in the ongoing success. We appreciate and thank Andrea Harms (KindSunStudio) whose work has made the difference. Andrea sends out each "Call to Artists" then creates albums for each show on social media sites like Facebook and Instagram posting individual photos of art from the BAC shows. All the social media sites have online “links” driving traffic to our website and to each piece where viewers can see the title, artist, medium and price for the work.