

## Minutes of the 8 January 2025 Fort Myers Beach Art Association Board Meeting.

Board Meeting was held in person at United Church of Christ, 8210 College Pkwy, Fort Myers. 1pm.

The meeting was called to order by President Joan Zeoli Board of Directors. The following were present:

Attendees	
Joan Zeoli	Star Sherwood
Marie Crist	Julie Nusbaum
Sue Pink	Suzan Lanz
Helen Kinkin	Laura Black
Sue Simoneau	Arlene Stigum (partial)
Carol Baskin	Michele Buelow
Kathy Taylor	Clair St. Louis
Terry Rehnborg	Floyd Lawrence
Ann Dunlap	

1. Art Council –
  - a. Feb 2026 has been reserved for FMBAA at the CoCo Gallery, Estero.
  - b. The Art Council is comprised of 20 area guilds. Currently there are open positions within the Council as well as the CoCo Gallery such as Director of the Gallery, President of the Art Council, and VPs.
  - c. Each of the local 20 guilds
  - d. Arelene Stigum outlined the “Winner’s Circle 2025” on whom may participate in the two CoCo Galleries:
    - \* Must have won in 2023-2024
    - \* An award of Best in Show, Judge’s Choice, 1st, 2nd, or 3rd place.
    - \* Show the winning piece at Winners CirclePlease go to [artcouncilswfl.com](http://artcouncilswfl.com) for registration for Winner’s Circle participation or open positions for the Art Council of SWFL.
2. Presidents Report - Two new board members were voted in. Sue Simoneau, replacing Pam Flaherty, and Kathy Taylor replacing Dana Enders. Motion: 1<sup>st</sup> Helen Kinkin, 2<sup>nd</sup> Sue Pink. None opposed.
3. Secretary’s Report – The December BOD meeting minutes were approved. Motion: 1<sup>st</sup> Julie Nusbaum, 2<sup>nd</sup> Marie Crist. None opposed.

4. Treasurer's Report – Motion to approve Motion: 1<sup>st</sup> Marie Crist, 2<sup>nd</sup> Star Sherwood. None opposed.
5. Joan Zeoli presented a FMBAA Strategic Plan Spring 2025 which is attached to the end of these minutes. Most items discussed are captured in the minutes below.
6. Star Sherwood presented the Membership Report.

Regular Members: 58  
Patron Members: 7  
Lifetime Members: 22

87 Total Members (2024 – 114)

The group discussed decline in membership and contributing factors; lack of permanent space, etc.. including the fact that 60% of the current members do not reside in Fort Myers year round.

The group discussed possibility of no longer accepting lifetime membership but grandfather in the existing lifetime members. Further discussion and formalization into the by-laws are required.

The Church – a few of the congregation have inquired about learning more and seeing some of the art from FMBAA. Star has arranged for an “Open House” on February 18 from 10-2. This free event is open to the congregation as well as the public. Clair St. Louis will chair this event.

7. Board of Directors  
New potential board nominations for the upcoming term n February, FMBAA needs to present the nominations.  
The following Directors term will expire on April 1, 2025: Joan Zeoli, Kathy Summer, Sue Pink, Helen Kinkin, Terry Rehnborg, and Sheri Fisher. Claire St. Louis and Michele Buelow and Terry Rehnborg would like to be on the board for the next term.
8. Shows  
Helen Kinkin reported on the Winter show “Between Worlds”, the reception is Friday Jan 10. The show will feature 22 artists, 41 pieces of which 7 are collages.
9. Clive Daniels Showroom Reception  
The Committee for this event is Michele Buelow, Joan Zeoli, Julie N., Kathy S. Kathy T. and Marie C.  
Board Members are working hard to disseminate awareness and publicity regarding this event. For instance, Julie will send a note to Beach Talk Radio. Michele and Marie are working in conjunction with Clive Daniels regarding email blasts and

expanding reach. Laura, Tamara and Sue S. are working on social media out reach and newsletters.

#### 10. Art Bazaar

Motion to have Art Bazaar: 1st Suzan L.; 2nd Star S. None opposed.

FMBAA will hold an Art Bazaar on Sunday March 16, 2025 at Santini Plaza on FMB. Interested artists will sell original art and/or cards. Up to approximately 20 artists may participate, fee \$15. 20% of sales to go to FMBAA. Proceeds will be used to benefit our scholarship fund. Michele B. is the Chairperson of this event committee.

#### 11. Student Awards

FMBAA will continue this year with participating in providing Student Art Awards at Cypress Lakes High School on 28 February 2025. It is proposed that the award amounts as follows: 1<sup>st</sup> place: \$1200, 2<sup>nd</sup> place: \$1000, and 3<sup>rd</sup> place: \$800.

**Action Item:** The board did not get a chance to do a Motion agreement for this award amount and will do so in the next meeting.

**Action Item:** The board needs a budget from Bev Silva for certificates and ribbons.

#### 12. Property

A tentative meeting is planned with Seagate Properties and our Architects firm to discuss our build out. Star will update us as needed.

#### 13. Audit – March 2024 to March 2025 Audit committee is comprised of Suzan Lanz, JoAnn LaPadula, and a third member to be filled. The committee chair will set up a meeting to initiate review of the investment fund records, the treasurer records, etc.

# FMBAA Strategic Plan Spring 2025 by Joan Zeoli

1. Goals for Spring 2025 with goals for 2025-2026
  - a. Rent a Space: Must have Space for Classes & Sales, 1-2 years  
Facilitator Suzan Lanz<sup>1</sup>
  - b. Fix Lot for pop-up sales
  - c. Continue to revisit Rebuild options
2. Events & Promos
  - a. Clive Daniels
  - b. Art Bazaar
  - c. Open House
  - d. New ideas
3. Organization Improvement
  - a. By-Laws
  - b. Review Policies & Procedures
4. Weekly
  - a. Monday Classes
  - b. Tuesday Experimental Open Studio
  - c. Thursday Figure/Portrait & Open Studio
5. Monthly,
  - a. 1<sup>st</sup> Wednesday of the Month, 1pm
  - b. Pot Luck Every other month
    - i. October Welcome Back
    - ii. December Holiday Party
    - iii. February Member Meeting Nomination Report
    - iv. April Annual Meeting
6. Quarterly
  - a. Strategic Objectives progress review to the BOD
7. Annually
  - a. April Annual Member Meeting
  - b. Vote acceptance of 2025-26 Board of Directors
  - c. Vote to approve Audit and Treasurers Report
  - d. Strategic Objectives progress assessment & update
8. Mission Statement
  - a. Is it relevant
  - b. Are we achieving it

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<sup>1</sup> StrategicPlan FMBAA01152025jz 2pgs

9. Survey members?

10. Vision – Strategic Objectives (SO) Part of Audit Report?

- a. 2-4 year goal
- b. Scope of programs: classes, open studio, sales, shows
- c. Community - Cypress Lake, FMB elementary, Famous Artist Classes
- d. Facilities rent to rebuild
- e. Financial position: Budget, reserve, sources of revenue
- f. Governance: risk management, effective operations (see audit)

11. Obstacles

- a. Obstacles that exist – no gallery, open Board positions, lack of volunteers, low membership
- b. Resources required: Full board, more volunteerism, new members
- c. Who is responsible for preparing & executing each aspect of the SO plan?
- d. How will the plan be measured for each SO?

12. Conclusion & Next Steps: 30 minutes

- a. Agree on measurable SO to incorporate in a draft plan for future review and adoption by the Board of Directors (BOD).
- b. Agree on assignments to a strategic plan committee (committee chairs?) who will monitor and report on plan implementation.
- c. Agree on a Process for BOD quarterly progress review and annual plan assessments and updates.