

MINUTES OF A MEETING OF THE BOARD OF CONTROL OF THE ART STUDENTS LEAGUE OF NEW YORK, HELD JUNE 8, 2022, PURSUANT TO NOTICE DULY GIVEN, VIA INTERNET TELECONFERENCE (ZOOM).

1. The meeting was called to order at 6:05 p.m. with President Robin Frank in the chair.

Board of Control (BoC) Members Present: Robin Frank, Marcie Bronkar, Yoko Cohen, Stephen Durkee, Jack Gordon, Jack Howard-Potter, Fran Jacobs, Harriet Lester, Stephen Rosenthal, Jonathan Spies, Jacquetta Szathmari, Charles van Horne.

Also present: Michael Hall, Artistic/Executive Director; JJ Loonam, Senior Manager of Communications & Marketing; and Zoe Kaplan, Development/Membership Manager and Assistant Secretary, taking minutes.

Artistic/Executive Director Michael Hall introduced JJ Loonam, Senior Manager of Communications & Marketing to the Board of Control.

2. **Approval of Minutes:** The minutes of the previous meeting of the Board of Control, held May 11, 2022, having been circulated to the Board Members, were discussed. Charles van Horne requested that the minutes be approved, on the condition that they would be reformatted to present the voted-upon resolutions in full. Upon a motion duly made and seconded, were approved.

3. **Membership Reinstatement Requests:** The following reinstatement requests were approved:

Cecily Belford

Edward H. White

4. **President's Report:** President Robin Frank announced a memorial service for instructor emeritus Knox Martin, who passed away earlier this year, and discussed the progression of the Harvey Dinnerstein estate plans. She stated that Studio 6, previously dedicated to workshops, will now be a studio and workshops will now be held in another space. President Frank stated that the front door has been gilded. She stated that the Certificate Student show would be opening on June 16, with Board Members invited to attend.

President Frank presented June Zoom and in-person class statistics in comparison to the previous month. A discussion continued around registration statistics and possible causes of fluctuating registration rates.

President Frank stated that staff and Board are beginning conversations and work on 150th Anniversary celebrations. She then gave a brief overview of the current standing of The League's investment portfolio.

6. **Executive Director's Report:** Mr. Hall asked Mr. Loonam to present on his new role as Senior Manager of Communications & Marketing. Mr. Loonam discussed his personal connection to The League, his department's new marketing strategies to increase brand awareness and registration, and a campaign to increase awareness of The League's mission and class subsidization. Mr. Loonam discussed marketing projects including the June 17 Pride Month free sketch event at St. Vincent's Triangle in partnership with the New York City AIDS Memorial and Visual AIDS and plans to relaunch The League's website in September.

Mr. Hall added that updates were also being made to internal computer programming for staff.

A discussion followed regarding the planning and success of past marketing campaigns and what the Board can do to support upcoming efforts.

Mr. Hall presented on updates to The League building, including a new lighting model set up in Studio 8 and elevator improvements expected to begin before the fall. A discussion of the elevators followed. Mr. Hall stated that a flag is being developed for The League. He stated that possible collaborations are being discussed with the neighboring West 57th Street Nordstrom store and added that discussions are taking place with other potential corporate partners.

7. Committee Reports:

Development: Committee Chair Marcie Bronkar discussed events planned for the summer including a donor tour of the Easton Foundation and townhome of artist Louise Bourgeois and a Member preview reception on July 21 for a coming exhibition in The League's gallery. She stated that brochures about The League's 1875 Society were mailed out that week.

Finance: Committee Chair Charles van Horne requested that a resolution be made to approve that the signatory on the main financial accounts be transferred from former CFO Karen Gaines to Mr. Hall and Controller Rajdai Hardowar.

It is resolved that the designation of signatory for The League's main financial accounts will be transferred from former CFO Karen Gaines to Artistic/Executive Director Michael Hall and Controller Rajdai Hardowar.

Upon a motion duly made and seconded, the resolution was approved.

Mr. van Horne requested to revisit a resolution that was approved in April 2022 for an increased draw of Board-designated funds and put forth a resolution to accept the final investment portfolio draw for fiscal year ending May 31, 2022:

It is resolved that the total investment portfolio draw for the fiscal year ending May 31, 2022, has been increased from \$6.75MM, approved in the April 2022 Board of Control meeting, to \$7.00MM, to cover payroll and capital expenditures. A \$7MM investment portfolio draw will compute to an estimated annual distribution of 6.46% draw as a percentage of the portfolio's average market value over the prior 12 quarters covering fiscal years 2020, 2021 and 2022. Due to the unusual nature of the continuing pandemic a total of \$2.88MM are approved to be allocated from the Board-designated portfolio for fiscal year ended May 31, 2022, as set out below:

Approved FY 2022 Budget - \$5.75MM:

Board designated Fund - \$1.63MM

Non-Board designated Funds - \$4.12MM

Additional Withdrawal from Board designated Fund - \$1.00MM Approved in April 2022 BoC meeting.

A motion was duly made and seconded. A discussion of the resolution continued. Upon a vote, with all in favor, the resolution was approved.

Programs: Committee Chair Harriet Lester stated that the committee was working with Board and staff to cultivate programming projects.

Collections: President Frank stated that the committee was working on improving its processes and is seeking an analysis of the existing collection. She added that The League has received many donations for consideration for the collections and will present on those at the next Board meeting.

Building: Committee Chair Stephen Rosenthal stated that the elevator modernization project has been delayed to August due to supply chain issues. He stated that several projects are in place for the exterior including repairs to the façade. Mr. Rosenthal reported that the committee will be working on construction of critical items to be done before winter and is evaluating a potential project to restore the skylights. He stated that the committee is seeking instructor feedback on the lighting model in Studio 8.

Member Outreach & Communications: Committee Chair Jacquetta Szathmari stated that the committee had held a meeting with staff and Board about ways to better engage Members, including ways to engage Members in giving back to The League in ways other than monetary donation.

Strategic Planning: Committee Chair Stephen Durkee stated that there was nothing new to report at the time of the meeting.

8. New Business:

President Frank and Mr. Hall presented on 150th anniversary planning efforts and stated that meetings have been taking place to engage staff in planning efforts. A discussion continued regarding ways to engage the public and regarding way that The League has impacted and engaged with New York City over its 150 years. Partnerships with museums and galleries, public programming, and citywide activations were discussed as potential efforts.

Mr. Loonam discussed the marking department's plans for the 150th anniversary.

Johnathan Spies asked to which staff member Board members should bring ideas. President Frank answered that the Board can bring ideas to herself, Mr. Hall, or Mr. Durkee. A discussion continued regarding ideas for the 150th anniversary.

There being no further business, and upon a motion duly made and seconded, the meeting was adjourned at 8:00 p.m.



Robin Lechter Frank, President

September 28, 2022

Date:



Anastasia Gudko, Staff Member &
Assistant Secretary (Taking Minutes)

September 28, 2022

Date: