



ANNUAL MEMBERS MEETING
VIRTUAL MEETING VIA ZOOM
JANUARY 16, 2021 AT 3:00 PM

The background of the entire image is a photograph of a large, two-story brick building with a grey roof, three dormer windows, and two chimneys. The building is surrounded by greenery and trees. A purple semi-transparent banner is overlaid across the middle of the image, containing the text for the annual members meeting.



WALLKILL RIVER SCHOOL

Fine Art Gallery & Art Instruction • Hudson Valley New York

BOARD OF DIRECTORS

CHAIRWOMAN: PENNY THELMAN

President: Chuck Tudor

Secretary: Janet Campbell

Asst. Secretary: Maureen Crush

Treasurer: Mitchell Saler

Asst. Treasurer: Robin DeGroat

Shawn Dell Joyce, 19 years (Founder 2001)

A rustic wooden sign with the text "WELCOME MEMBERS" is placed on a dark wooden surface. The sign is light-colored wood with a hole on the left side. A bunch of purple flowers with green stems is tied with natural twine and rests on the sign. The background is a dark, textured wooden floor.

WELCOME
MEMBERS



WALLKILL RIVER SCHOOL

Fine Art Gallery & Art Instruction • Hudson Valley New York

NOTICE OF THE MEETING AND
MINUTES OF 2020 ANNUAL MEETING

CHAIRMAN REPORT

- 2020 is over. Deepest regret for the trouble and sorrow that everyone endured.
- 2021 is here. May it bring better times.
- The School survived and continued its mission:

To cultivate art and creativity in individuals of all ages and to use art to strengthen our community and attract cultural tourism.

- This was only due to the work and support of our Members, Board, Staff, Teachers, Volunteers and community supporters.

THANK YOU



PRESIDENT'S REMARKS-Chuck Tudor

I don't have to tell anyone how difficult this past year was.

But, the Wallkill River School of Art is alive and well!

We have adjusted to the times and now many of our classes are online.

Visit our website to sign up or to purchase from our art gallery.

Stay Safe!



EXECUTIVE DIRECTOR REPORT

- WRS Closed March 17th - July 13th
- Online Classes, Senior Drop-in & 100 for \$100
- Children's Summer Art Program July 13th - Aug 21st
- Government Funding & Donations
- Thank you for supporting the arts through this crisis!



EXECUTIVE DIRECTOR REPORT



School Report

- Total Income \$65,310
 - Instructor's fees \$34,940
 - Net Income \$29,907
- Classes: Online, Outdoors, In-Person, Pre-Recorded
- Limited Children's Summer Art Program
- New Equipment & Zoom & Google Meet Licenses



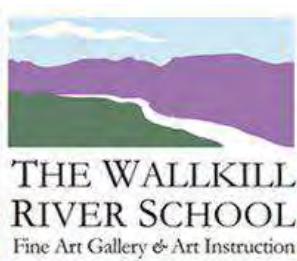
EXECUTIVE DIRECTOR REPORT

Gallery Report

- Total Income \$7,777
- Artist Commissions \$5,019
- Net Income \$2,529
- Weekly Art Challenge
- Virtual Gallery Visits
- Online Art Sales



EXECUTIVE DIRECTOR REPORT



JOIN!..for enrichment, history, community, exhibits, plein air painting, culture, joy, art



Membership

- 181 members in 2020
- Membership revenue \$12,272
- Joint Artist Membership
- Next Step Seminars



EXECUTIVE DIRECTOR REPORT



Grants, Donations, Fundraisers

- Orange County Arts Council 2020 Community Arts Grant \$850
- Fundraising \$10,564
 - 100 for \$100
 - Frame & Yard Sale
 - Cornucopias
- Donations \$11,508
 - Giving Tuesday NOW (May)
 - Hudson Valley Gives (May)
 - Giving Tuesday (Dec)



EXECUTIVE DIRECTOR REPORT

Advertising & Website

- Social Media & Email - Share, Comment & Like!
- Markets & Fairs
- Website
 - E-commerce for art & merchandise
 - Event Software
 - Future Expansions: promo codes, member only content, art blog, Zoom integration



TREASURER REPORT - Mitchell Saler

The Wallkill River School 2020 finances reflect the unusual and challenging year.

• LOANS

PPP - \$9,750

Applied for Forgiveness

EIDL - \$4,000

Applied for Forgiveness

SBA - \$79,600

Interest rate 2.75% | 12 month deferment

• REVENUE HIGHLIGHTS

- Fantastic Support from Donations, Fundraising and CFOS Account - \$33,072
- Gallery Sales & Fees - \$7,777
- Membership- \$12,272
- Tuition Income- \$65,310

• EXPENSE HIGHLIGHTS

- Overall expenses were lower due to COVID-19 shutdown
- Website Update
- Updated Technology
 - E-mails
 - Classes
 - Marketing-costs were lower

- **CAPITAL CAMPAIGN UPDATE:** Due to our changed financial position, the Wallkill River School did not go forward with purchasing the property.



WALKILL RIVER SCHOOL, INC. Budget and Activity
For the Year Ending December 31, 2020

Revenue:	2020 Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YTD
Donations	\$ 10,000	304	3,393	1,166	9,600	2,273	200	1,360	50	222	22	233	2,250	\$ 22,508	225%
Fundraising	\$ 16,000	-	250	500	850	4,096	3,700	400	220	485	1,347	152	-	\$ 10,564	66%
Gallery Fees	\$ 3,000	-	-	-	-	-	177	543	343	704	-	100	20	\$ 1,886	63%
Gallery Sales	\$ 13,000	367	548	355	-	-	-	102	195	170	2,275	925	955	\$ 5,891	45%
Grants	\$ 3,000	-	-	-	-	-	-	850	-	-	-	-	-	\$ 850	28%
Interest											3	10	10	\$ 23	
PPP Loan	\$ -	-	-	-	9,750	-	-	-	-	-	-	-	-	\$ 9,750	
EIDL Loan	\$ -	-	-	-	4,000	-	-	-	-	-	-	-	-	\$ 4,000	
SBA Loan	\$ -	-	-	-	-	-	-	79,500	-	-	-	-	-	\$ 79,500	
Memberships	\$ 10,000	4,175	515	170	100	320	270	-	30	30	352	3,290	3,020	\$ 12,272	123%
Rental	\$ 1,000	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	0%
Tuition	\$ 120,000	8,053	5,826	3,325	730	3,785	6,545	11,210	5,408	2,576	10,704	5,094	2,055	\$ 65,310	54%
Total Revenue	\$ 176,000	\$ 12,898	\$ 10,532	\$ 5,516	\$ 25,030	\$ 10,474	\$ 10,892	\$ 93,964	\$ 6,245	\$ 4,187	\$ 14,703	\$ 9,803	\$ 8,310	\$ 212,555	121%
Expenses:															
Advertising & Marketing	\$ 6,000	400	132	528	38	38	85	65	75	65	65	68	68	\$ 1,626	27%
Art Supplies	\$ 1,800	-	167	72	-	-	133	63	-	27	-	-	-	\$ 463	26%
Artist's Commissions	\$ 9,100	228	312	248	-	-	-	34	109	116	2,728	577	667	\$ 5,019	55%
Bank Fees	\$ 3,500	343	159	114	74	198	326	448	185	122	398	282	198	\$ 2,847	81%
Contract Labor	\$ 2,200	160	160	120	-	-	-	-	-	-	-	-	-	\$ 440	20%
Donation Transfer to CFOS Capital Campaign		-	-	-	-	-	-	-	1,500	-	-	-	-	\$ 1,500	
Equipment/Tech	\$ 800	-	177	97	-	-	-	-	80	360	628	46	-	\$ 1,388	174%
Fundraising Expense	\$ 1,000	-	-	66	-	35	30	-	-	-	-	9	-	\$ 140	14%
Gallery Expenses	\$ 3,000	24	71	90	300	-	-	15	-	450	2,132	-	63	\$ 3,145	105%
Instructors	\$ 66,000	3,482	3,682	1,769	158	1,415	1,564	3,637	5,855	3,333	3,871	3,666	2,510	\$ 34,940	53%
Insurance	\$ 3,000	532	-	-	-	-	984	533	300	188	138	910	-	\$ 3,585	120%
Professional Fees	\$ 800	-	-	-	-	-	-	-	750	-	-	-	-	\$ 750	94%
Office Supplies	\$ 2,500	365	99	183	-	22	66	236	165	74	117	137	130	\$ 1,632	65%
Other Business Expenses	\$ -	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	
Payroll & Payroll Taxes	\$ 50,000	4,398	4,327	3,586	2,716	4,070	5,962	3,301	3,286	3,399	3,894	3,246	5,235	\$ 47,420	95%
Rent	\$ 18,000	1,500	1,500	1,500	-	1,500	500	1,000	1,500	1,500	1,500	1,500	1,500	\$ 15,000	83%
Software	\$ 2,300	134	155	193	118	118	268	118	118	154	498	152	362	\$ 2,386	104%
Utilities	\$ 5,000	944	-	1,008	127	255	251	403	126	301	252	524	127	\$ 4,318	86%
Total Expenses:	\$ 175,000	\$ 12,511	\$ 10,940	\$ 9,573	\$ 3,530	\$ 7,650	\$ 10,169	\$ 9,853	\$ 14,048	\$ 10,088	\$ 16,222	\$ 11,117	\$ 10,860	\$ 126,599	72%
Net Income (Loss)	\$ 1,000	\$ 387	\$ (407)	\$ (4,058)	\$ 21,500	\$ 2,824	\$ 723	\$ 84,112	\$ (7,803)	\$ (5,901)	\$ (1,518)	\$ (1,313)	\$ (2,550)	\$ 85,996	

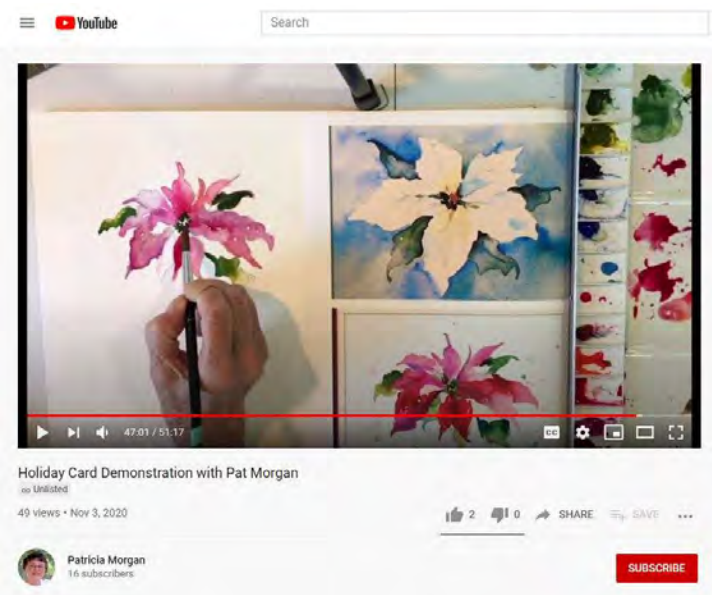


2021 Proposed Budget

	2018 Actual	2019 Actual	2020 Actual	2021 Proposed Budget
Revenue:				
Donations	7,952	7,394	22,508	10,000
Fundraising	7,167	16,645	10,564	16,000
Gallery Fees	?	2,676	1,886	2,000
Gallery Sales	17,569	12,645	5,891	10,000
Grants	1,750	2,000	850	2,000
---Loans Received	-	-	79,500	-
---PPP & EIDL	-	-	13,750	-
Interest Income	-	-	23	-
Memberships	12,910	9,880	12,272	11,000
Rental	250	-	-	-
Tuition	115,887	105,749	65,310	110,500
Total Revenue	\$ 163,485	\$ 156,989	\$ 212,555	\$ 161,500
Expenses:				
Advertising & Marketing	3,990	6,488	1,626	2,500
Art Supplies	1,940	1,991	463	1,500
Artist's Commissions	8,554	9,330	5,019	6,500
Bank Fees	4,280	3,509	2,847	3,500
Contract Labor	6,661	2,150	440	-
Charitable Contribution	-	-	1,500	500
Equipment/Tech	355	1,674	1,388	1,000
Fundraising Expense	1,073	692	140	500
Gallery Expenses	3,425	3,513	3,145	1,000
Instructors	69,240	58,697	34,940	58,000
Insurance	2,698	2,994	3,585	3,500
----Loan Repayment	-	-	-	2,040
Professional Fees	750	750	750	760
Office Supplies	2,320	2,325	1,632	2,000
Other Business Expenses	534	374	-	-
Payroll & Payroll Taxes	42,797	49,008	47,420	49,000
Rent	18,000	18,240	15,000	21,000
Software & Website	?	1,977	2,386	2,400
Utilities	5,681	4,622	4,318	5,000
Total Expenses:	\$ 172,298	\$ 168,334	\$ 126,559	\$ 160,700
Net Income (Loss)	\$ (8,813)	\$ (11,345)	\$ 85,996	\$ 800



TEACHER'S COMMITTEE REPORT



- We currently we have 15 teachers representing our school.
- Our kids' summer program was smaller but successful.
- **NEW to WRS is a fully equipped studio for teaching online.** Sarah is available to train teachers to use this equipment on request.
- Sarah and I met with the teachers once in person and once via zoom.
- Our teachers are the backbone of our school and we are grateful for their creativity and hard work.



CAPITAL CAMPAIGN

- The Capital Campaign went quiet as the pandemic began
- \$3,000 in donations
- The fund balance at the Community Foundation as of 12/31/2020 was \$111,009.65
- Special thanks to Robert Whelan and Maureen Crush, Bill Leuszler, and Janet L. Campbell for their special gifts this year



Hudson Valley Plein Air Festival



FESTIVAL COMMITTEE

- Susan Roth
- Janet Campbell
- Catherine De Cesare
- Janet Howard-Fatta
- Sarah Pierson
- Mitchell Saler
- Vaune Sherin

- 33 accepted competing artists (40 applicants) an increase of 13 over 2019
- 11 artists entered the non-competitive component (new this year)
- 2-month exhibit of 110 paintings at the School plus 11 from non-competitive artists in the video display
- 13 prizes worth \$2,275 from generous sponsors
- Sales of \$3,896.88 with \$1,169.06 in commissions to the School



Hudson Valley Plein Air Festival-Sponsors



ELECTION

CANDIDATES

Penny Thelman

Judy Byrne

Shane Daley

Maaike Weigman-Leavey





OUR APPRECIATION



SPECIAL THANKS TO

ARTHUR PATCHETT, JOSEPH PATCHETT & FAMILY and MARK AND ED DEVITT

- ❖ WRS Board of Directors
- ❖ Our Teachers, especially William Noonan, Pat Morgan, Shawn Dell Joyce and Lana Privitera
- ❖ 100 for \$100 Ticket Holders
- ❖ All of Our Donors
- ❖ Susan Roth, HVPAF Chairman
- ❖ Hudson Valley Plein Air Festival Sponsors
- ❖ Vicki O'Neill
- ❖ Debbie Ajrens
- ❖ Cornell Cooperative Extension Master Gardeners
- ❖ Lily Norton, Joan Cortright and Judy Boyd-Persen
- ❖ Tom Sprague
- ❖ Bernice Fury
- ❖ Di Ann Riker
- ❖ Shane Daley
- ❖ Randi Picarello
- ❖ Orange County Arts Council
- ❖ Goshen Art League
- ❖ Sandra A. Anderson
- ❖ Derrik and Allison Wynkoop
- ❖ Judi Silvano & Joe Lovano
- ❖ Connie DeSantis
- ❖ Maureen Crush and Robert Whelan
- ❖ Penny Thelman
- ❖ Chuck Tudor
- ❖ William Leuszler and Janet L. Campbell
- ❖ Jim Rathbun
- ❖ Wesley-Kruger Family Foundation
- ❖ Crush and Varma Law Group
- ❖ Maria Beltrametti, Recycled Style
- ❖ Walden Savings Bank



Sandra A. Anderson established the Sandra Anderson Fund for the benefit of the Wallkill River School of Art. An artist, major supporter and friend of the school, she passed away on May 8, 2020. May the memory of her be kept by us.

OLD BUSINESS



NEW BUSINESS





THANK
YOU

