



ANNUAL
REPORT
2022/2023



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The 2023 DIAA Board

*President: David McBeth
Vice President/Treasurer: Judith Felch
Secretary: Jeri Gillin
Exhibitions: Cynthia Bourque Simonds
Membership: Susan Finsen
Publicity/Webmaster: Clare McBeth Wall*

LETTER FROM THE PRESIDENT

One bright morning in a restaurant in Chicago
as I waited for my eggs and toast,
I opened the Tribune only to discover
that I was the same age as Cheerios.

Indeed, I was a few months older than Cheerios
for today, the newspaper announced,
was the seventieth birthday of Cheerios
whereas mine had occurred earlier in the year.

Two stanzas from the poem *Cheerios* by Billy Collins

As I have mined the archives in preparation
for our 50th Anniversary celebration, so
many interesting, invigorating facts and
stories about the DIAA's rich, glorious
history have come to light.

While Cheerios' history goes back 32 years
further than the DIAA's, I would argue that a
bowlful of art is so much healthier for us than
a bowlful of puffed oats. This new and
renewed understanding of just how much
good work our founders undertook in their
efforts to promote the arts in the region
makes me even prouder that today we carry
on the good work they began.

It is so rewarding to be in the gallery and hear
the comments of our visitors, not just about
the 50th Anniversary exhibit, but every
exhibit, to visit with them about the area and
the DIAA gallery and organization. When I
was assisting in the gallery recently, the
splendid and excellent remarks expressed by
gallery visitors was so reassuring that we are
indeed doing good work, that we are
important, and that we are making a
difference in our community.

I recommend you celebrate the DIAA by
coming to the receptions and bring your
friends and neighbors. If you are in the exhibit,
talk with others about your work and theirs.
Also share with us your other talents. Offer to
help with exhibit installation, gallery
maintenance, receptions or PR. Offer to be a
gallery attendant even if you are not in an
exhibit.

In addition we need to know your thoughts
and concerns. Offer up ideas and thoughts on
making the DIAA even stronger. Broader
community outreach and support can only
further our creative mission. And please read
the material we send you, it is important.

As I have said in the past, any report from me
would be quite incomplete without an
expression of thanks and respect for the hard
work of our Board. These individuals give
countless hours of time and energy
throughout the year to keep the DIAA running
smoothly. Our Exhibition Chair, Cindy,
deserves special mention as she manages the
swirl of gallery activity with grace.

We are very grateful to the gallery prep/
hanging crews, and those who help with PR
efforts—mailchimp, facebook, press releases,
etc.—week after week during our busy and
intense exhibition season. Their work keeps us
visible to our supporters and community.

Thank you for all you offer the DIAA with your
wonderful art, generous financial support and
uplifting spirits. The Deer Isle Artists
Association has been, for 50 years, a shining
light on the peninsula and beyond. With your
support, cheers to the next 50!

David McBeth
DIAA President

MEMBERSHIP

In 2023 DIAA welcomed 16 new (or returning after an absence) members, bringing membership to 105, including three students.

Deer Isle Artists Association Members in 2023

[* new (or returning after an absence) members]

Katy Allgeyer*	Jill Finsen	Katama Murray
Marianne Alweis	Susan Finsen	Richard Newman
John Attanasio*	Dorothy Flanagan	Rochelle Newman
Leslie J. Anderson	Alan Flowers	Debra Nygaard
Benjamin Appleby-Maguire	Sara W Forster	Woodley Osborne
Debbie Bamberger	Jeri Gillin	Penelope Plumb
Don Bardole	Janis Goodman	Teri Rippetto
Mary Barnes	Rachel Gordon Bernstein	Lori Roll
Sarah Baskin	Jean Gresham	Jeanne Rotunda
Suzanne (Sue) Bolton	Cathy Hart	Nicoletta Siccone
Susan Borland*	Ronald Harte	David Simonds
James Boster*	Carolyn A. Hecker*	Walter Smalling
Cynthia Bourque Simonds	Jo Hewitt*	Linda Smiley
Steven Brawer*	David Higgins	Roz Sommer
Betsy Braunhut	Judy Holder*	Joan Sorensen
Joshua Brewer	Herman James	Robert Starkey
Sarah Brewer	Emily Johansen	Sherry Streeter
Christopher Brumfield*	June Kellogg	Cynthia Stroud-Watson
Melissa Buxton Mclsaac	Anita Kimball	Marc Swartzbaugh
Phillip Ciampa*	Jadyn LaDeau	Gudrun Tarr
Diana Coit	Leslie Miller Landrigan	Maura (MT) Tillotson
Janet Cook	Megan LeBoutillier	Paul Trowbridge
Kathy Dansie	Tom Leigh	Oscar Turner
Jacqueline Davidson	Jerry Levitt	Elizabeth True*
Melanie Davis Bracey*	Sally Littlefield	Tracy Van Buskirk
Peggy de Wolf	William Lukens	Ruth van Doren
Nat Dickinson	Diane Maguire-Horton	Kathy Varadi
Ray Dinsmore	Devra Marcus	Nancy Verzi
Adell Donaghue	David McBeth	Clare McBeth Wall
Lynn Duryea	Donna McBeth	J. Stroud Watson
Mary Eaton	Alice McKenna	Laura West*
Steve Ettlinger	Julie Meranze-Levitt	Hub White
Avery Falkner	Al Michalovic*	Pat White
Pat Falkner	Scott Miscione	Jacqueline Wilson
Judith Felch	Ellen Moore *	Fabiola Zambon*
Carole Ann Fer*	Thomas Moore	

EXHIBITIONS - 2022

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DEER ISLE ARTISTS ASSOCIATION

2022 SCHEDULE

WAKE & WONDER May 31 - June 12	BOLD IN BLUE Aug 2 - Aug 14
BLOOMS June 14 - June 26	KING TIDES Aug 16 - Aug 28
PARADE June 28 - July 10	SMALL WORKS Aug 30 - Sept 11
VOYAGE July 12 - July 24	BLUR THE LINES Sept 13 - Sept 25
12X12(X12) July 26 - July 31 <i>special event</i>	SENSE OF HOME Sept 27 - Oct 9
HOLIDAY POP UP December 2 & 3 <i>special event</i>	

www.deerisleartists.com • Tues - Sun, 10am - 5pm
15 Main St, Deer Isle Village, ME • 207-348-2330

THE GALLERY

As a cooperative, we are each responsible for the reputation, success, and management of the gallery, and to represent fellow artists in the best way possible.

Visitors, collectors, potential new members, and aspiring artists learn about DIAA through the gallery - and those interactions form lasting impressions.

That's why it is important to greet people when they walk in, chat a little about the exhibition and the association and engage with everyone. Be sure to acknowledge people, look up from a book, and end phone conversations on non-gallery business. Each of us represents the whole membership when we run the gallery.

It's also critical to obtain complete information from each buyer so we can reach them by telephone or email if we need to follow up on a sale. And, importantly, the sales form **must identify the artist and item in every sale so that artist can be paid!** It can be nerve-wracking when there are a lot of people, or a customer is in a rush, but gallery attendants must make sure that all the information is obtained. The sales slip will be revised slightly during 2023 to help with this process.

Thank you all for helping make DIAA successful, and for helping your fellow artists.

EXHIBITIONS - 2023

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DEER ISLE ARTISTS ASSOCIATION

2023 SCHEDULE

SIMPLE PLEASURES May 30 - June 11	A LOVE AFFAIR Aug 8 - Aug 20
HAND/EYE June 13 - June 25	SMALL WORKS Aug 22 - Sept 3
PORTRAITS June 27 - July 9	OVER THE TOP Sept 5 - Sept 17
KEY NOTE July 11 - July 23	NORTHERN DIRECTION Sept 19 - Oct 1
12X12(X12) July 25 - July 30 <i>special event</i>	ENGAGEMENT Oct 3 - Oct 15
50TH ANNIVERSARY Aug 1 - Aug 6 <i>special event</i>	HOLIDAY POP UP Nov 3 & 4 <i>special event</i>

www.deerisleartists.com • Tues - Sun, 10am - 5pm
15 Main St, Deer Isle Village, ME • 207-598-9656

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DEER ISLE ARTISTS ASSOCIATION

50 years

EXHIBITION AUGUST 1 - 6

RECEPTION • AUGUST 4 • 3:00 - 5:00 PM

15 MAIN ST., DEER ISLE, ME 04627
207-598-9656

Join us in celebrating 50 years of art and community at the Deer Isle Artists Association.



Exhibition sales at mid-summer 2023 have been good. The results so far:

Simple Pleasures - \$1,651
Hand/Eye - \$910
Portraits - \$3,151
Keynote - \$6,655
12x12 - \$26,640**
Book/Card Sales - \$1,031
Art Rack Sales - \$366

*Artists get 65% of sales except the 12x12 when the split is 50-50.

** Preliminary total

PUBLICITY

In 2022 and 2023 we advertised our exhibitions with the following organizations: Opera House Arts, Blue Hill Chamber of Commerce, Blue Hill Bach, Maine Gallery + Studio Guide, Deer Isle–Stonington Chamber of Commerce, Arts Guide, and two editions of the Penobscot Bay Press.

Our full page advertisement in the Blue Hill Bach festival program was once again generously underwritten by an anonymous member; we are grateful for this continued support.

We submit regular press releases to The Ellsworth American, The Bangor Daily News, the Penobscot Bay Press, and the Cafe des Artistes blog.

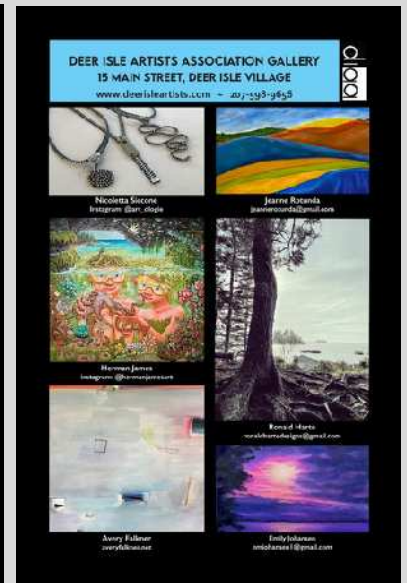
With the artist PR fees, we purchase weekly advertisements for each exhibition. The images you submit for each show are used in press releases and composites sent to our mailing list We are considering ways to streamline this submission process.

In addition to advertisements through media outlets, we also regularly post exhibition updates to our instagram and facebook pages and our website, and send email notices every week.

Some of our members maintain robust social media accounts and mailing lists and promote shows. You can help too.

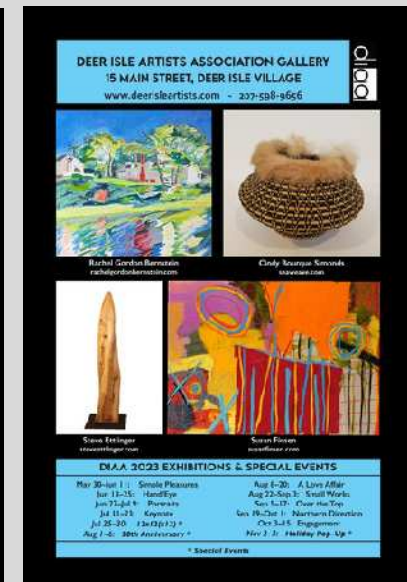
You can "share" the postings we make to the DIAA Facebook and Instagram pages to your own page. If we all did so, we could increase our audience significantly.

Please help us get the word out about your work, the gallery, and fellow artists.



The multi-page *Arts Guide* ad is supported by participating artists. Enough of you signed up to contract for two double page ads again in 2022 and 2023. The images here are in the 2023 *Arts Guide*.

If you want to join in, we send a mailchimp message in the Fall inviting those interested to participate. Last year a small ad was \$74; a double size was \$148 and it could be either vertical or horizontal.



DIAA 2023 EXHIBITIONS & SPECIAL EVENTS

Mar 20-Apr 1: Simple Pleasures	Aug 4-20: A Live Affair
Jun 12-15: Hand/Eye	Aug 22-Sep 1: Sewell Works
Jun 21-Jul 4: Horizons	Oct 6-17: Over the Top
Jul 11-13: Kapotes	Nov 18-Dec 1: Northern Dorothea
Jul 25-30: 13x13(13)	Dec 3-4: Engagemen
Aug 1-6: 88th Anniversary	Nov 1: J. Holiday Pop-Up

* Special Events

THE 12x12(x12)

In 2022 and continuing in 2023, the 12x12(x12) ran for one week (6 days), not two. We changed it for two reasons:

- (1) to make this labor-intensive event more manageable; and
- (2) to distinguish it from our regular season exhibitions.

We are reinforcing the message that the 12x12 is a special event, with a special format and a special price. The description below, which will be updated and sent in the membership package each year and available on the website in the Member Resources section, explains the difference between the 12x12 and our regular exhibitions.

We all need to underscore that the \$144 price does not represent the true value of artists' work and talent and that we hold the 12x12 because it fulfills a number of goals.



THE 12x12(x12),
July 26-31, 2022

WHAT IS IT, and
WHY DO WE DO IT?

Since 2014, the DIAA has held an annual all-member special event called the 12x12(x12):

- All 2-D work is exactly 12x12 (including frame);
- 3-D work does not exceed 12 inches in any direction;
- Every piece of art is \$144 (plus tax and shipping);
- Approximately half of DIAA's members participate in this event each year, submitting hundreds of works of art.

The 12x12(x12) is designed and conducted to provide benefits for the local community, for DIAA member artists, and for the Association in the following ways:

Supports Community Outreach

The 12x12(x12) raises awareness of DIAA outreach efforts; provides accessible prices for those who may not be able to afford other works of art or are beginning collectors; and adds activity and vibrancy in the Deer Isle Village benefitting other local businesses.

Promotes Member Artists

Because the 12x12(x12) presents hundreds of pieces of art by 50 or more artists, it introduces member work to a large number of visitors and collectors at one time.

Increases Sales

The 12x12(x12) generates more sales than other exhibitions. Sales are split 50-50 between artists and DIAA, allowing DIAA to keep membership dues affordable for artists of all means and still meet rent, utilities, and other operational expenses.

Energizes Artists

The 12x12(x12) provides a venue for members to do something different and have fun. The price does not reflect the market value of artists' work, or their training and talent, but artists participate because of the other benefits it provides them, their colleagues, and DIAA.

Encourages Participation in DIAA

The size and fast-paced nature of this event requires a lot of people to prepare and run it, creating a stronger artist community and commitment to our organization and gallery.

Attracts New Members

The energy and excitement of the 12x12(x12) has proven an effective way to attract new members to DIAA. In 2021 five new members joined during the event itself; three of them then participated in the remaining days of the event.

2023 12x12 Preliminary Report

Gross Sales – \$26,640
Artists Participating – 49 (52%)
Works Submitted – 294
Works Sold – 184 (63%)
% 2D / 3D – 89.5% / 10.5%
% Sold Online – 17.4%
Avg # Works Entered/Artist – 6
% Sold to DIAA Artists – 13.6%

Gross Sales Year by Year

2014 – \$12,960
2015 – \$22,032
2016 – \$20,160
2017 – \$18,720
2018 – \$19,152
2019 – \$19,152
2020 – \$21,456*
2021 – \$29,088
2022 – \$27,216
2023 – \$26,640

*Note: In 2020:

The gallery was closed to visitors; work was displayed in the window; sales were made at front door; and we launched online sales.

MEMBER INFORMATION + POLICIES/PROCEDURES

If your magnifying glass is not available, download the following from the website Member Resources section.



Member Information

Founded in 1973, the Deer Isle Artists Association (DIAA) is a 501(c)(3) nonprofit dedicated to promoting, nurturing and supporting visual arts in the greater Deer Isle community by:

- increasing awareness and appreciation of fine art and craft,
- building an arts community through mutual support, and
- providing fine art and craft artists with an opportunity to exhibit and sell original handmade work.

Gallery: 15 Main Street
Deer Isle Village, Deer Isle ME

www.deerisleartists.com

"The world of reality has its limits;
the world of imagination is boundless."
—Jean Jacques Rousseau

The Association

Membership

DIAA has some 100 members working in many mediums: painting, ceramics, sculpture, drawing, jewelry, printmaking, fiber, photography, glass, etc. Some live in or near Deer Isle full-time; others are seasonal residents. DIAA welcomes professional, emerging, and student artists of all ages.

Association + Gallery Management

DIAA has no employees. Members manage all activities, including gallery staffing, publicity, gallery cleaning/painting, hanging exhibitions, maintaining supplies, and running receptions and special events.

Officers (president, vice president, treasurer, exhibition chair, and secretary) are elected at a mid-summer annual meeting; other chair positions are appointed (e.g., publicity, membership). The officers and chairs constitute the DIAA Board/Executive Committee which is charged with stewardship of, and responsibility for, directing the association's operations.

Exhibition Season

Thematic exhibitions change every two weeks during the exhibition season, usually from the end of May into October.

DIAA also holds two special events: a one-week 12x12x12 exhibition held mid-summer, and a two-day Holiday Pop-Up show in December.

Winter Activities

In recent years, DIAA has hosted "ART matters," a monthly gathering of artists, and those interested in the arts, for presentations and conversations about fine art and craft.

Other activities have included: member use of the gallery as a studio, member-run art workshops for the community; local student art exhibitions; and "Let's Draw!"—a weekly gathering of local artists who draw together.

The DIAA Gallery

Member Exhibitions

Members can sign up to show a small body of work in several thematic exhibitions and/or to place unframed work in the Art Rack. The number of pieces depends on how many artists are in the show.

Members are also invited to participate in three "all member" shows: *Small Works* and two special events: the *12x12x12* and the *Holiday Pop-Up*.

Artists set prices for their work and receive 65% of sales, except for the *12x12x12* when the split is 50-50. A small public relations fee (\$25 in 2022) is collected for all shows, except special events, to support the cost of paid advertising.

Type of Work Shown in the DIAA Gallery

The DIAA Gallery shows fine art and craft that is:

- original and handmade,
- conceived and executed by the artist, and
- one-of-a-kind, or part of a series or limited edition.

Note: reproductions (e.g., a print of an original painting) are not accepted in the gallery except as notecards and postcards.

Safety

All work must be well-made, safe to handle, and ready for display (see *Exhibition Procedures + Guidelines*).

Vessels that are not food-safe, or have limited intended use, must be so labeled. The gallery does not accept very fragile work or items containing combustible or biologic waste, or other hazardous or toxic materials.

"Craft is the intentional expression by hands of what is in the mind, melding respect for materials with mastery and purposeful use of technique."
—Judith Blayne

Exhibition Procedures + Guidelines

Signing Up is a Two-Step Process

(1) Initial sign-up:

Artists who return the Sign-Up Form (included in Membership Package sent in March and on the website) by the target deadline have the best chance of getting the exhibition dates they desire; and

(2) Confirmation of participation:

Artists must promptly confirm participation by replying to email notices or the spot may go to someone on the waiting list. During the season, artists can check with the Exhibition Chair to see if space is available; often, waitlisted artists get into a show.

General Presentation Guidelines

Artwork must be ready for installation with dry surfaces that are safe to handle (no wet paint!). Presentation and framing is an extension of the work itself.

Each item must be labeled with the artist's name, title, and medium on the back or bottom, along with any information a buyer needs to know about safe handling or care.

Hanging Mechanisms

The best hanging mechanisms are triangle, D-ring, or eyelet screws and wire of appropriate gauge/weight to support the artwork. Sawtooth hangers and frames with holes for nail hanging should be used only for small and very lightweight work.

3-D Display for Pedestal or Shelf

Three-D work that does not hang must be able to stand securely on a pedestal or shelf. If a display stand is provided for work (jewelry, sculpture, fiber, etc.) please note if it is included in the sales price or is to be retained by the artist.

Art Rack, Cards + Books

Art Rack

The *Type of Work Shown in the DIAA Gallery* guidelines also apply to the Art Rack (e.g., no reproductions).

Artwork must be protected to prevent damage from handling. The gallery suggests clear bags or shrink wrap rather than household plastic wrap or clear tape which looks unprofessional and may come loose.

Works on paper should be on a firm backing, such as mat board or foam core.

Cards/Books

Cards may be packaged individually or as sets. The minimum price for cards is \$4 each. As noted elsewhere, this is the only place the gallery accepts reproductions.

Labeling for Art Rack and Cards/Books

Artists should follow labeling requirements listed in the *General Presentation Guidelines*, and include the price. This is the only label that will appear with the work.

Every item must be labeled so buyers know who the artist is, and the artist can be identified on sales slips (and then paid!).

"Art does not reproduce what is visible;
it makes things visible."
—Paul Klee

"Craft is the mastery of techniques
and materials; art is the investment of spirit
in whatever materials are used."
—Mildred Christantine

"If I could say it in words there would
be no reason to paint."
—Eduardo Hopper

Artist Responsibilities

By Placing Work in the Gallery, Artists Agree to:

- submit original and handmade work as outlined in the *Type of Work Shown in the DIAA Gallery* section,
- gallery sit for the required sessions (varies depending on number of exhibitors),
- leave work in the exhibition until the end of the show (no item swapping—if a buyer takes work during the show, the artist may be invited to replace it),
- deliver work according to the schedule (work delivered after hanging is underway may not be displayed),
- make sales only through the gallery if the buyer sees the work in the show or in the show's publicity (by DIAA or artist),
- pick up work or arrange for pickup according to the schedule (DIAA has no storage space), and
- call the Exhibition Chair if there is an emergency and you need help meeting any of your commitments.

Email

All exhibition and association communication is sent through email. Some of these messages require immediate action. Thus, all DIAA artists must have access to an email account.

"Creativity takes courage."
—Henri Matisse

"To me, craft is art that results
from indistinguishable melding of process,
materials, and concept."
—Judith Schweizer

FAQs: Exhibitions

Note: Members can find answers to many questions in the **Member Information** brochure located on the website Member Resources section. It will answer your questions such as: What kind of work does DIAA show? How do I sign up for exhibitions? Are reproductions allowed? How should Art Rack work be presented? What are the hanging and labeling requirements?

Here are some other recent questions about exhibitions:

Q: Who makes decisions about where things are placed in an exhibition?

A: An installation committee hangs and arranges the work. They know that strong images visible from outside the gallery bring people in.

Q: I don't like where and/or how my work was hung in a show, what can I do about it?

A: Become part of the process of hanging shows. This will help you understand how and why decisions are made and the rationale behind the placement of work; you can offer your input.

Q: I sold a painting and want to bring in a replacement but it doesn't fit well in the space where the original was hung. What should I do?

A: Let Cindy know and follow her advice. If you are unable to reach her, send her a message and leave the work (with a clear note attached) at the desk for Cindy or her designee to install. Don't move other people's work around. Then make a label for the piece if you know how. If not, ask Cindy to have someone show you how to do it for the future.

Q: Why didn't I get into the exhibitions I requested?

A: Most likely it had to do with timing. If you submit your choices by the deadline in the Membership Package, you are more likely to get two of your three choices.

Remember that many artists seek shows in the heart of the summer so giving everyone their first choices may not always be possible.

There is also a waitlist for each show; let the Exhibition Committee know you are available if spaces become available. Get your work ready.

No matter when you submit your requests, however, you can always be added to an All Member show.

Q: I signed up for a show but realize I can't get ready in time. What should I do?

A: As soon as you know, notify Cindy. This will give waitlisted artists time to get ready.

Q: Why don't I get a call when a piece of my artwork is sold so I can bring in a replacement?

A: Though the work has sold, it may still be a part of the exhibit. Possibly too, the gallery attendant didn't remember to call.

Q: I was told a piece sold and I can bring in a replacement. What is the procedure?

A: Enter your new work on your inventory in the book at the desk with the current show information. This is very important.

Then, if you know how, make a label, and hang the work on the wall in place of the sold item — with the label. If you don't know how to make a label, the gallery sitter may know how, or leave the work behind the desk with a note that you need help making a label.

ALWAYS add the work to your inventory and make sure your name and the title and medium are on the back of the piece.

Q: I want to bring in four to five pieces even though the show asks for three.

A: If you are asked to bring three, bring three. Hold those others in reserve in case one of your pieces sells.

If your work is particularly large or small, you might talk to Cindy in advance; some adjustment in numbers may be possible.

Q: Why hasn't my work sold?

A: There are many possible of reasons — price, size, presentation, or subject matter. The interests and tastes of our patrons vary widely. Of course there is always the weather that may keep your potential patron at the beach or shivering in front of a fireplace instead of shopping!

FAQs — Gallery Sitting / Participation

Here are some recent questions about gallery sitting :

Q: I am nervous and get flustered when a customer watches me fill out the sales form and using the iPad.

A: Make time to come to the gallery before you sit. Watch the sales process. Read the form slowly and fill out each box carefully. Follow the written instructions on how to make a credit card sale.

In the future we hope to develop some additional tools to help artists go through the process. If you have ideas about how to help gallery sitters, let us know.

Q: How do I make a credit card sale if the internet is down or I can't get square to work properly?

A: Write all of the information down on the sales ticket and we can manually enter the sale later. Be sure to get the complete credit card number, the security code, the customer's name, address (including zip code), email and telephone number.

Q: If I don't feel able to manage the sales process, what do I do?

A: Gallery sitting is the responsibility of each exhibiting member. However, there are times when an artist is unable to manage the sales process — please let the Exhibition Chair know if you have that issue.

The number of sitting sessions is based on the number of people in the show; if someone can't do it, others have to increase their time. With advance notice, some arrangement can be made to find a replacement and assign another task to you.

Q: I can't gallery sit during the show I am in. What should I do?

A: Sign up to sit during another show for the same number of sessions. And let the Exhibition Chair know so we can cover all the sessions.

Q: Can I sign up with a friend to Gallery sit at the same time?

A: As long it is a member, sure. Even better if it is someone knowledgeable who can help you with sales. However, two people cannot receive credit for the session as that leaves other slots uncovered. If a friend helps you out it does not relieve him or her from fulfilling responsibility for his or her time requirement.

Q: Can I split a Gallery sitting time slot with someone ?

A: Yes as long as you make the arrangements. For some people shorter sessions work better. As long as the total time is covered, and the gallery has someone there for all sessions, you can make splitting arrangements with another artist.

Be sure that the times, names, and phone numbers for both artists are on the sign-up sheet.

Q: I can't sit because I have company/family.

A: Let them enjoy a couple of hours walking through the village or relaxing along the shore. Absence makes the heart grow fonder.

Participation on committees, projects or the board:

Q: How do I volunteer to help with exhibitions, publicity, membership, or projects?

A: Let the chair of those committees or anyone on the board know of your interest. We are always looking for people who have some experience in these areas and who can make a commitment to help with these ongoing activities. If you have a particular skill set, let them know. And be sure you can follow through on the commitment.

Q: I'm interested in being on the Board. What should I do?

A: Yes! The Membership Package next year will invite people interested in these positions to let us know. We also want to encourage you to volunteer to help out on the committees discussed in the previous question.

We will be updating position descriptions but because they are somewhat generic, feel free to ask questions about the work. While we are trying to streamline some of these activities, we need more people willing to put in the time to make the Association work.

If you have an interest in any of these jobs, don't wait to be asked. We need to know who is interested and able to make the commitment to join the team! We always need fresh ideas and more people to share the work of maintaining the Association and the gallery.

DIAA FINANCES

DIAA's finances are in good shape despite reduced artwork sales during worst of the pandemic years. Since 2014 we have met our goal to increase savings bit by bit, and without raising dues, to ensure we have the capacity to meet the unexpected.

These savings, primarily from the 12x12(x12)'s held annually since then, gives the Board confidence we can weather a season when our primary source of income – exhibition sales – might be significantly lower, and in the worst case, nonexistent. The good news is that in 2021, 2022, and so far in 2023, artwork sales have recovered and income exceeds expenses.

And in other news, in 2022 Maine DDOT required new highway signs and ours are now installed. We reinvested a CD that matured and negotiated a higher rate for two others. Our CPA reviewed our financial records and found them in good order. We are lucky to have a terrific bookkeeper, Caty Frasier, who keeps up with us even at the busiest of times.

The 2022 Profit and Loss statement covering January 1 to December 31, 2022, and Balance Sheet as of December 30, 2022, are on the following pages.



PROFIT + LOSS / BALANCE SHEET

as of December 31, 2022

Profit and Loss

January - December 2022

	Total
INCOME	
42000 Artwork Sales	
42015a Simple Pleasures	919.00
42015b Hand/Eye	1,845.00
42015d Portraits	6,016.00
42015e Keynote	7,444.00
42015f 50th Anniversary	3,806.00
42015g A Love Affair	8,766.00
42015h All Members 12x12	27,360.00
42015i Over the Top	1,416.00
42015j Northern Direction	1,560.00
42015k Small Works	6,651.00
42015x Non Show Book/Card Sales	2,675.00
42015y Non Show Print Rack Sales	1,163.00
42020 Pop up Sale	1,486.00
Total 42000 Artwork Sales	71,107.00
43415 Contributions	
43415a General Contributions (Angel)	1,998.52
43415b Educational Outreach Contributions	640.00
43415h Artists Helping Artists	460.00
Total 43415 Contributions	3,098.52
45000 Investments	
45010 Interest - Banks and Funds	281.74
Total 45000 Investments	281.74
46400 Other Types of Income	0.00
46430 Miscellaneous Revenue	783.95
Total 46400 Other Types of Income	783.95
46401 Arts Guide Ad Payments	2,072.00
47200 Membership Fees	
47215a Artist Membership Fee	5,580.00
47215c Student Membership Fee	20.00
Total 47200 Membership Fees	5,600.00
47250 Publicity Fees	2,760.00
47251 Rack Fees	285.00
Total Income	85,988.21
GROSS PROFIT	85,988.21
EXPENSES	
60900 Business Expenses	1,897.08
60920 Business Registration Fees	125.00
Total 60900 Business Expenses	2,022.08

	Total
62100 Contract Services	
62110 Accounting Fees	3,223.50
Total 62100 Contract Services	3,223.50
62200 Insurance Expense	1,656.00
62800 Gallery Rent	9,240.00
63000 Artists Commissions	41,927.91
64000 Advertising	
64001 Guides, Books, CofC Brochures	5,520.00
64002 Newspaper Exhibit Ads	2,745.20
Total 64000 Advertising	8,265.20
65000 Operations	
65020 Postage, Mailing Service	425.69
65030 Printing and Copying	292.05
65040 Supplies	1,684.81
65050 Telephone, Telecommunications	1,308.09
65080 Gallery Maintenance	1,242.13
65081 Electric	1,063.36
65083 LP Gas - Heat & Hot Water	389.55
Total 65080 Gallery Maintenance	2,695.04
65092 Credit Card Fees	
65092d Square Credit Card Fees	1,881.55
Total 65092 Credit Card Fees	1,881.55
Total 65000 Operations	8,287.23
70000 Miscellaneous Expenses	10.06
Bank Charges	25.00
Total Expenses	74,656.98
NET OPERATING INCOME	11,331.23
OTHER EXPENSES	
8000 Depreciation	1,061.95
Total Other Expenses	1,061.95
NET OTHER INCOME	-1,061.95
NET INCOME	\$10,269.28

Balance Sheet

As of December 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
11001 BHB&T - Checking Account	43,818.46
11002 BHB&T - Artists Helping Artists	3,017.34
11003 BHB&T - Educational Outreach Account	7,405.56
11004 BHB&T - Demand Deposit 686052 (deleted)	11,185.49
11005 BHB&T - Demand Deposit 687077	11,291.68
11007 XX XXCNP 0006 - 1	10,020.77
Total Bank Accounts	86,739.30
Other Current Assets	
10000 Cash Box	113.12
12101 Inventory Asset-1	22.45
Total Other Current Assets	135.57
Total Current Assets	86,874.87
Fixed Assets	
13000 Furniture & Fixtures	7,433.67
14000 Accumulated Depreciation	-6,902.68
Total Fixed Assets	530.99
TOTAL ASSETS	\$87,405.86
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
25513 Sales Tax Agency Payable	
25513A 5.5% Sales Tax Collected	98.77
Total 25513 Sales Tax Agency Payable	98.77
32100 Restricted donations	150.00
Total Other Current Liabilities	248.77
Total Current Liabilities	248.77
Total Liabilities	248.77
Equity	
30000 Opening Balance Equity	6,558.33
32000 Unrestricted Net Assets	70,329.48
Net Income	10,269.28
Total Equity	87,157.09
TOTAL LIABILITIES AND EQUITY	\$87,405.86