



Greenville
Museum of Art
NORTH CAROLINA

2018 - 2019

ANNUAL REPORT



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Ed Reep (American, 1918-2013)
Greenville Series #2: Pitt County Court House
1970
acrylic on canvas
Gift of Janine Reep to the GMoA, 2013.01.01

2018 - 2019 GMoA Board of Trustees

Emily W. Coffman, *President*
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Donna Gooden Payne

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Dawn Raiford
Melanie Tripp

Paul Sheehan
Charetta Walls
Wayne Washington

2018- 2019 GMoA Staff

Trista Reis Porter, *Interim Executive Director*
Erik Johnson, *Office Coordinator*
Marie Hamra, *Outreach Coordinator*
Gail Ritzer, *Outreach Coordinator*
Darlene Williams, *Outreach Coordinator*
Debbie Huggins, *Visual Arts Academy Instructor*
Jackie Herling, *Visual Arts Academy Instructor*
Nadine Strickland, *Groundskeeper*

Greenville Museum of Art
802 Evans Street
Greenville, NC 27834



Claude Howell (American, 1896-1989)
Moonlit Pier
1967
oil on canvas
Rachel Maxwell Moore Art Foundation Purchase, 1971.13.01



President's Message

The Greenville Museum of Art set out to accomplish some big goals during the 2018 – 2019 fiscal year and while we did not see them all come to fruition, we did gain valuable knowledge to help us move the museum forward in the coming years. Exciting exhibits filled the museum walls with art that was not only beautiful but engaging. And, planning for the 2019 – 2020 exhibit, *Greenville Then and Now*, provided a wonderful opportunity to collaborate with other organizations and people throughout the city to bring the past and the present together for museum visitors.

I mentioned last year that fundraising was going to be the name of the game for the coming year as the museum had many needs from building repairs and maintenance to education and exhibits. Two new events, Fashion on Display and a new Games Meet Art evening event, surpassed our expectations. These events not only brought many new faces to the museum but also exceeded our budget forecast. A huge thank you to Missy Goldstein and her active committee who filled every seat at the inaugural Fashion on Display event. And to the museum staff, for exceeding for successfully extending the free daytime family-oriented event, Games Meet Art, into a paid night event. Their hard work, along with event sponsors and volunteers, attracted many young adults to the museum for a night of entertainment. The Fine Arts Ball, led by an amazing team of volunteers who worked tirelessly to make the night memorable, was enjoyed by many. In addition to the fine food and dancing, attendees had the opportunity to take home art and art inspired items from the silent and voice auction.

Most important to our mission, museum members and visitors throughout the year were enlightened with wonderful exhibits including *Postmodern Native*, *Contemporary Lumbee Art*, the ECU School of Art and Design's *Photography BFA Thesis Exhibit* and Pitt Community College's *Graphic Design Portfolio Show*.

Serving as the museum President this past year has been a rewarding experience. It has not only improved my appreciation for art, but also introduced me to many new people in the community that I now call friends. If you're not already, I encourage you to get involved with the museum.

I'd like to thank the museum staff and the Board of Directors for their work this past year. Maintaining a museum takes a lot of work, and it would not be successful without a collective effort. In addition I'd like to express my gratitude to Brain Farkas for agreeing to serve another term as GMA President and to the museum's past presidents and retired Executive Director, Barbour Strickland, for their guidance and continued support of the museum as we begin to address the direction the museum will take in the coming years.

Emily W. Coffman
2018-2019 President, Greenville Museum of Art Board of Trustees



Interim Executive Director's Message

Thank you for your generous support. The Greenville Museum of Art (GMOA) relies on the generosity and participation of members and volunteers to provide timely and engaging exhibitions, programs, events, and educational opportunities for the Greenville community. I've so enjoyed getting to know this community and many of you, and your support has meant so much to the GMOA by allowing us to keep the Museum free and open to the public five days a week. On behalf of the staff of the GMOA, we can't thank you enough for your support of the Museum and the local art community.

In the past year, the Museum served nearly 12,000 visitors and presented a total of six wide-ranging and high-quality exhibitions, including three featured exhibitions: *The Louis Orr Etchings of North Carolina*, comprised of 49 etchings by Orr in our permanent collection; *NC Civil Presents: To the Core*, an exhibition on West Greenville inspired by community-based, civic advocacy non-profit, NC Civil; and *Postmodern Native: Contemporary Lumbee Art*, a group exhibition of three voices among the Lumbee Tribe of North Carolina including Ashley Minner, Jessica Clark, and Hatty Ruth Miller. We were excited to continue our partnerships with ECU, Pitt Community College, and our Visual Arts Academy (with Pitt Community Schools) through our three annual spring exhibitions. All of these shows, along with receptions, tours, and other exhibition-related programs, gave the community multiple occasions to engage with local and regional history and culture, important discussions related to tradition, diversity, and inclusivity, and the artwork that helps tell these stories. Through these and other opportunities, the Museum continues to engage its audience in important, timely, and meaningful conversations, as well as opportunities to engage these ideas through art and creativity.

Over the last year, there have been superb additions to our permanent collection thanks to the generosity of private donors and the Kohler Foundation, who donated over 40 sculptures by North Carolina artist Annie Hooper. The kindness of these and other generous individuals raise the quality and range of our exhibitions and our ability to educate the public on important North Carolina artists through our collection.

Like the broader changes throughout the City of Greenville and Pitt County, the Museum building itself also witnessed significant change this past year. Those that have visited the GMOA in the last year have noticed the new courtyard between our parking lot and the main building. Other, less visible but extremely significant projects have involved roof repair and mold remediation on the main building, and improvements to the exterior of our education building next door. Visitors continue to take advantage of the McCall Creation Workshop – a dedicated, interactive, educational space for children and young adults that encourages families to explore art making together.

Through all of these changes, exhibitions, events, and educational and outreach initiatives, we continue to learn more about our community and how to reach them in a city that continues to shift and grow around us. We embrace history *and* change and will strive to create a space where both can be explored through artistic expression.

Trista Reis Porter, PhD
Interim Executive Director, Greenville Museum of Art



**Greenville Museum of Art (GMOA)
2018 - 2019 Operating Budget in Review**

RECEIPTS

Fashion on Display	8,165.00
Halloweeni ARTini	5,795.00
Breakfast with Santa	4,440.00
Games Meet Art / GMARcade	7,030.00
Fine Arts Ball	85,694.00
Summer Shindig	15,795.00
Children's Sponsorships	5,000.00
Exhibition Sponsorships	17,900.00
Grants	81,075.00
Other Fundraising	15,920.60
Annual Museum Memberships	39,248.00
Educational Program Tuition/Fees	13,263.00
Museum Facility Rental	12,740.00
Retail Sales	627.83
Misc.(incl sales tax refund)	284.43
Total Receipts	\$313,775.37

DISBURSEMENTS

Fashion on Display	680.79
Halloweeni ARTini	614.31
Breakfast with Santa	583.37
Games Meet Art / GMARcade	431.41
Fine Arts Ball	43,208.43
Summer Shindig	2,153.97
Bank and Credit Card Fees	2,869.44
Office Expenses and Collection Maintenance	4,024.77
Dues and Subscriptions	2,104.13
Network/Internet/Telephone	5,563.80
Cost of Retail Sales	00.00
Employee Costs/Fees/Honoraria	135,795.93
Equipment/Facility Repair/Maintenance/Cleaning	19,409.55
Exhibition Costs	6,076.98
Grant Disbursements	70,438.92
General Advertising	489.86
Insurance	10,567.00
Meals and Entertainment	342.53
Occupancy Expenses (Utilities, etc.)	24,031.88
Printing & Reproduction/Postage	4,489.76
Professional Fees	11,302.50
Miscellaneous	1,897.25
Total Disbursements	\$350,076.58

Year-End Net	\$-36,301.21
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Summary:

As seen in the *GMOA Operating Budget in Review*, the Museum again faced some challenges this year in the wake of facility repairs and unexpected staff changes, but received grant funds to cover many necessary facility repairs.

In a continuing effort to alleviate the rising cost of repairs, GMOA Trustees modified the financial expectations for maintenance and employee costs in the coming fiscal year, while also devising effective new ways to fundraise and reach our event and membership goals.

GMOA Trustees and Staff are committed to being good financial stewards of the Museum, and aim to provide the general membership good news at the end of every fiscal year.

Greenville Museum of Art Endowment

The Greenville Museum of Art (GMOA) Endowment, established by former President June Ficklen (shown at right) at a gathering of 30 patrons several years ago, supports the ongoing operations of the GMOA. It is a foundational financial piece of the Museum's operations and has made a significant positive impact supporting our mission.



In 2016, June passed away, leaving a bequest that more than doubled our endowment. Below is the most recent Quarter Report of the Greenville Museum of Art Fund, newly managed by Justin Hardee at Warner, Hood, & Culpepper Family Wealth Management Group of Wells Fargo Advisors.

Greenville Museum of Art Endowment

Beginning Balance	\$844,548.00
Additions	\$00,000.00
Distributions	- \$ 1,880.00
Earnings	\$36,917.00
Ending Balance	\$879,585.00

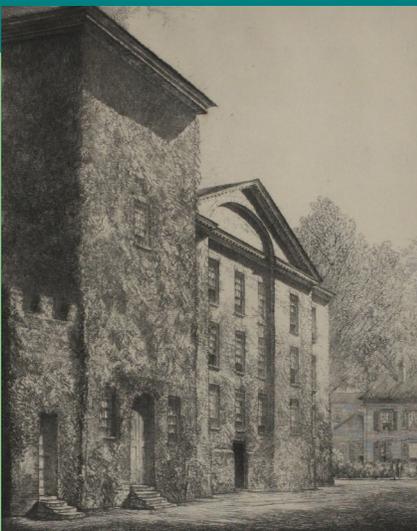
2018-2019 Exhibition Season

Thanks to all who have supported the GMoA's exhibitions this year!!

We closed out the 2017-2018 season with *Revisiting Cornerstones: The Louis Orr Etchings of North Carolina* and *NC Civil presents: To the Core*. *Revisiting Cornerstones: The Louis Orr Etchings of North Carolina* showcased 49 etchings of North Carolina landmarks, initiated through the preservation efforts of Robert Lee Humber, and created by Louis Orr between 1939 and 1951. Many of the locations are well known and regularly visited today, but some of them are no longer standing. Importantly, this exhibition promoted discussions of the places and histories we remember and memorialize. It also illuminated the complexities of *how*, *when*, and *why* we remember certain places, people, and events, yet forget others.

NC Civil presents: To the Core brought in over 160 visitors for the opening reception, where those in attendance enjoyed a tour by NC Civil director Jermaine McNair, stories from local Ella Harris, and a dance performance by Katura Dance Academy. Complementing *Revisiting Cornerstones*, this exhibition remembered important sights to the African American community in Greenville and explored local cultural identity through the work of contemporary artists living in or from the West Greenville community.

In the summer months, we were happy to give several tours to different children's camps and school groups, as well as senior groups from Pitt County and elsewhere in North Carolina. Both of these exhibitions provided endless opportunities for the students and seniors to learn about local history, culture, and art.



Etching by Louis Orr



opening reception for
NC Civil Presents: To the Core



2018-2019 Exhibition Season

From October 2018 to March 2019, we hosted *Postmodern Native: Contemporary Lumbee Art* at the Museum. We welcomed the artists (Ashley Minner, Hatty Ruth Miller, and Jessica Clark) and visiting scholars of Lumbee history and art, along with nearly 130 visitors to the opening reception and first of two Downtown Dialogues in the Humanities event events in November. Throughout the exhibition's tenure, our curator gave several tours to students in our Visual Arts Academy program and various ECU and local and regional school groups - introducing students to the complexities of Lumbee culture and how it is communicated through the work of three contemporary artists.

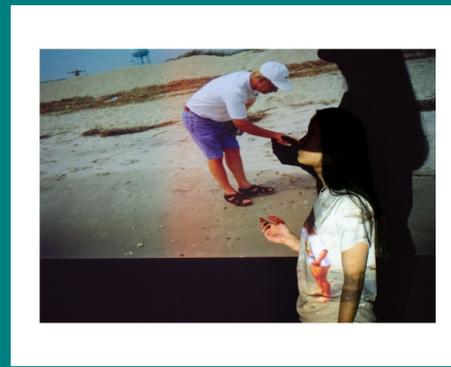


2018-2019 Exhibition Season

In March, we hosted the *East Carolina University BFA Photography Exhibition* for the second year in a row. Students gave 8-minute talks about their work for our Friends of Photography group and received awards for first, second, and third place. Congratulations to all the students for their amazing work, and especially Andrea Marrero-Sosa, Chandler Tillett, and Josee Mitchell for winning first through third place!



Pictured below from left to right, top to bottom: Andrea Marrero-Sosa, Holly Melton, Kamile Anderson, Jeremiah Barnes, Emily Irons, Josee Mitchell, and Chandler Tillett

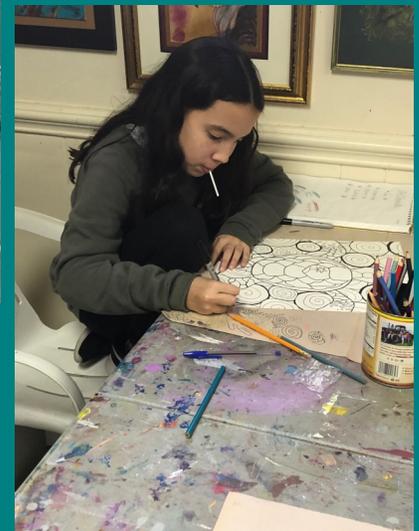
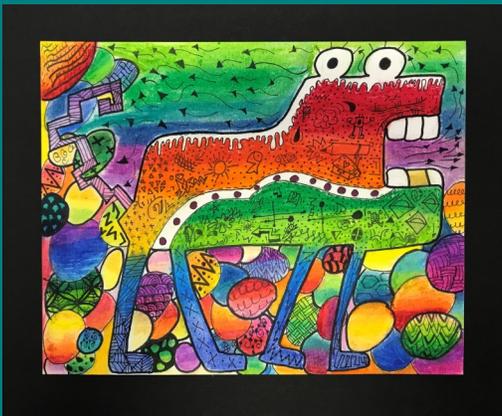


2018-2019 Exhibition Season

This May, we celebrated 25 years of the *Pitt Community College Graphic Design Portfolio* at the Greenville Museum of Art. This exhibition showcases the year-long work of graduating seniors from Pitt Community College's graphic design program and provides an opportunity for students to network with possible employers in the area. We had nearly 250 visitors at the opening reception!



We also brought in over 100 visitors for the opening reception of our *Visual Arts Academy Exhibition* in June! Students from our Visual Arts Academy program got to see their work from the year up on the walls where artwork from *Postmodern Native: Contemporary Lumbee Art* once inspired their projects.



2018-2019 Outreach Highlights

As part of the Greenville Museum of Art's mission to provide and promote the visual arts, the Museum offers grant-funded educational outreach programs to members of the community to whom the Museum is inaccessible, as well as educational development opportunities for art students from Pitt County Schools.

This year, GMoA Outreach teachers worked with the Jarvis Church site of the Boys and Girls Club, Operation Sunshine, Little Willie Center, and five locations of the Pitt County Council on Aging in Ayden, Greenville, Fountain, Bethel, and Grifton. These Outreach programs attracted nearly 1,050 participants - (645 adults and 402 children; 795 African American, 236 White, and 16 Hispanic/Latino). Through hands-on engagement with a variety of materials, students and adults were able to find new forms of communication, to learn and appreciate other cultures, and to challenge the perspectives of others.

GMoA's Visual Arts Academy provided an additional learning experience. Through this mentorship program, public school students (grades 5 - 8) work with licensed art instructors within a guided studio setting. Over the past year, 13 students (including 2 returning students) participated in the Academy program, expanding their knowledge of how the visual arts can be used to express critical ideas.



Fashion on Display



Photo credit: Ryan Harper

Halloweeni ARTini

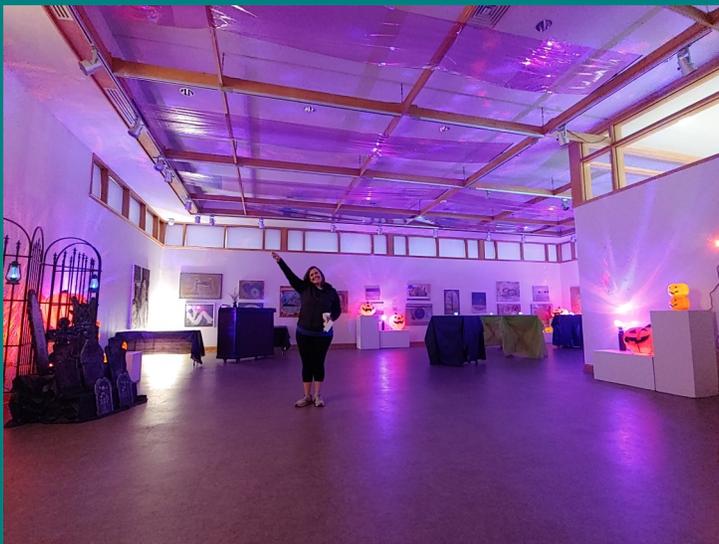


Photo credit: Blue Barn Design Company

Breakfast with Santa



Photo credit: ASAP Photo and Camera

Games Meet Art & GMoArcade



Fine Arts Ball

We celebrated our 46th year of the Fine Arts Ball (FAB) with a whimsical masquerade theme. Many thanks to the leadership of the event chairs Heather Stepp and Heather Davis, who made it a night to remember!

The Rock Springs Center hosted 300 guests in their ballroom for the evening. From the cuisine to the decorations, the masquerade theme carried through the elegant event with Venetian-inspired decorations and actors in period attire greeting guests as they arrived.

Held on March 23, 2019, the FAB brought in over \$85,000 in income with around \$40,000 in expenses. Of particular note was the silent auction, which brought in over \$11,000 and the Fund the Need to support GMoA exhibitions, which brought in \$5,400 the night of the event. A variety of art, culinary experiences, and travel packages were offered in the silent and live auctions, including new “art experiences” in Durham and Kinston.

Thank you to the entire committee who worked with co-chairs Heather Stepp and Heather Davis to make this year’s event so successful: Missy Goldstein, Past President; Emily Coffman, President; Donna Gooden Payne; Paul Sheehan; Torrey Stroud; Trista Reis Porter; Erik Johnson; Jenna Leissner; and Ned Puchner, among others.



Photo credit: ASAP Photo and Camera



Summer Shindig



Photo credit: ASAP Photo and Camera

Incoming President's Message

I am honored to return to the Board of Trustees and serve a second term as President of the Greenville Museum of Art (GMOA). I want to thank outgoing President Emily Coffman for her tremendous leadership over the last year. Greenville is in the middle of exciting growth. Here at the Museum, we look forward to building upon our past success to make sure the GMOA continues to contribute toward a positive quality of life for all people. The Museum is a key part up Greenville and Pitt County, playing an important role in attracting people to visit and make a home. It is also a regional force – we are one of the largest art museums in Eastern North Carolina.



You are strongly encouraged to join the GMOA as an official member. When you join the Museum as a member, you are not just paying annual dues that keep the doors open and the lights on – you are becoming a part of a dynamic organization that educates and inspires an entire region of people.

Whether it's education, community development, or quality of life, the Fine Arts are such a critical part of any healthy community. With your support, the 2019-2020 leadership team stands ready to make sure the GMOA maintains high-quality membership, robust programming, and long-term value to Greenville, Pitt County, and all of Eastern North Carolina.

Brian Farkas

2019-2020 President, Greenville Museum of Art Board of Trustees

Incoming 2019– 2020 GMA Board of Trustees

Brian Farkas, *President*
Katie Cannon, *Vice President*
Scot Webster, *Treasurer*
Paul Sheehan, *Secretary*
Emily W. Coffman, *Immediate Past President*

Rachel Bridgers
Dan Elliott
Lisa Fitzpatrick
Kristen Nobles
Wayne Washington

Javier Castillo, Jr.
Mark Gentner
Timothy Heinle
Tina Stacy
Judy Whichard, *Trustee Emeritus*

Chris Davis
Wagner Grubb
Betsy Leech
Charetta Walls



Maud Gatewood (American, 1934 - 2004)
Past Saalbach
1991
acrylic paint on canvas
Rachel Maxwell Moore Art Foundation Purchase, 1992.05.01



Greenville
Museum of Art
NORTH CAROLINA



Mark Your Calendar

» UPCOMING EVENTS

August 2019

Saturday, August 25, 1:00 - 4:00 pm
History Day at the GMoA

September 2019

Thursday, September 12, 6:00 - 7:30 pm
Fashion on Display

Wednesday, September 25, 6:00 - 7:30 pm
Downtown Dialogues in the Humanities

October 2019

Friday, October 4, 5:00 - 8:00 pm
Closing Reception for *Greenville, Then and Now*
& Haunted Tours of Greenville

Friday, October 18, 5:30 - 8:00pm
Opening Reception for *The Blue Jackal Under the Tree*

Friday, October 25, 7:00 - 9:30 pm
Halloweeni ARTini

November 2019

TBD, 6:00 - 7:30 pm
Downtown Dialogues in the Humanities

December 2019

Saturday, December 7, 9:00 - 11:00 am
Breakfast with Santa

January 2020

TBD
Event for *The Blue Jackal Under the Tree*

February 2020

Saturday, February 1, 1:00 - 4:00 pm
Games Meet Art

Saturday, February 1, 8:00 - 10:00pm
GMoArcade

TBD, 6:00 - 7:30 pm
Downtown Dialogues in the Humanities

March 2020

Saturday, March 7, 6:00 - 11:00 pm
Fine Arts Ball

April 2020

Friday, April 3, 5:00 - 8:00 pm
Opening reception for *ECU School of Art & Design Photography BFA Thesis Exhibition*

May 2020

Friday, May 1, 5:00 - 8:00 pm
Opening reception for *Pitt Community College Graphic Design Portfolio Show*

Friday, May 29, 5:30 - 8:00pm
Opening reception for *Freeman Vines: Searching for the Sound*

June 2020

Friday, June 5, 5:00 - 8:00pm
Opening reception for *Visual Arts Academy Exhibition*

TBD, 6:30 - 9:30 pm
Summer Shindig

Dates and times listed above are subject to change



Greenville
Museum of Art

NORTH CAROLINA