



Greenville
Museum of Art
NORTH CAROLINA

2019 - 2020

ANNUAL REPORT



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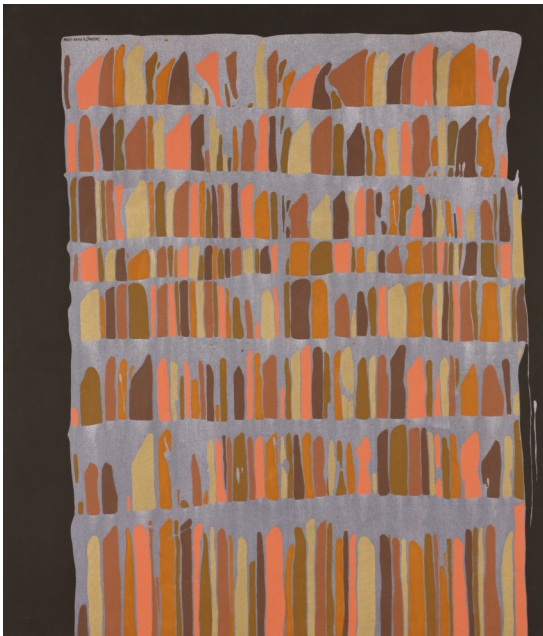
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Mary Anne Keel Jenkins (American, 1929-2017)
Fireside Chat
1976
acrylic and oil on canvas
Gift of the Rachel Maxwell Moore Art Foundation to the
GMOA, 1976.03.01

2019 - 2020 GMoA Board of Trustees

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Trista Reis Porter, *Executive Director*
Sim Asher, *Communications and Events Coordinator*
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



President's Message

It has been an honor to serve a second term as President of the Greenville Museum of Art (GMOA) Board of Trustees this past year. Over the last year, the Museum has taken many big strides forward as we position the GMOA to be a regional destination for the Fine Arts in Eastern North Carolina. The state of the Museum is strong, and the future is bright.

One of the main priorities of my second term was to continue setting up the Museum for long-term financial success and ensure day-to-day operations were efficiently managed. During my first term as President (2016-2017), Trustees and staff worked hard to successfully cut costs, manage financial expectations, fundraise more effectively, and raise standards for accountability. We have continued to build on that early work during my second term and despite a number of obstacles put in our way this year - including a global pandemic - we continued to strengthen our financial footing. I'm pleased to report that the Museum's operating budget finished over \$17,000 in the black. More importantly, we have established a healthy organizational culture that prioritizes fiscal responsibility and good non-profit governance.

In addition to enhancing the financial strength of the GMOA, the 2019-2020 team worked hard to accomplish a number of other goals. Just a few of those accomplishments include:

- Hiring Trista Reis Porter as GMOA's new Executive Director in October 2019;
- Restructuring GMOA staff to operate more efficiently and maximize effectiveness;
- Naming a second Trustee Emeritus to the Board — former GMOA President Dewane Frutiger
- Executing a number of diverse, high-quality exhibitions;
- Setting fundraising records for the 2019 Fall Fashion Show;
- Relaunching GMOA's website to enhance communication and branding ability; and
- Crossing a major endowment milestone — the GMOA Endowment is now over \$1 million!

I want to take a moment to thank my entire 2019-2020 Board of Trustees, as well as Museum staff, for their hard work and dedication this past year. To all GMOA members, thank you for your ongoing support of the Museum. 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 2020-2021 leadership team under President Katie Cannon stands ready to build on this year's success to make sure the GMOA maintains high-quality membership, robust programming, and offers long-term value to Greenville, Pitt County, and all of Eastern North Carolina.

Brian A. Farkas, 2019-2020 President
Greenville Museum of Art Board of Trustees



Executive Director's Message

I have been overwhelmed with encouragement since I moved to Greenville over two years ago, and especially throughout the process of becoming Executive Director at the GMoA. This community has continually supported me and the Museum as we consider our future and how the GMoA can continue to support our evolving city. Your generosity makes it possible for us to put on creative and thought-provoking exhibitions, programs, events, and classes. On behalf of all GMoA staff, we can't thank you enough for your support of the Museum and the local art community.

In the last year, Museum staff have focused on making improvements to the facility, including updating areas such as the lobby, gift shop, collection storage, and permanent collection galleries. In January, we welcomed the newest member of our staff, Sim Asher, as the Communications and Events Coordinator. Sim has hit the ground running by energizing our media presence, bringing new ideas to our events and fundraisers, helping establish our gift shop which sells artwork by local artists, and creating our new website. We're very excited to have him on board!

Despite being closed from March - July 2020 due to the COVID-19 pandemic, the Museum served over 7,000 visitors this year and produced high-quality multimedia exhibitions, including *Greenville, Then and Now* and *The Blue Jackal Under the Tree, India*. These exhibitions, along with receptions, tours, and other exhibition-related programs, gave the community multiple occasions to engage with local *and* global history and culture; important discussions related to local city development, multiculturalism, and the impacts of colonialism around the world; and the artwork that brings these issues and themes to life. Through these and other opportunities, we continue to engage our audience in important, timely, and meaningful conversations, and provide opportunities to engage with these ideas through art and creativity.

Lastly, in support of the Black Lives Matter movement, especially following the murder of George Floyd in Minneapolis, we want to emphasize that as a Museum, we strive to be an inclusive place for all people in our community to come together, learn and explore new ideas, question injustices, and challenge each other to consider alternative perspectives and experiences through creative expression. We believe that art has the profound ability to bring people together and make radical and powerful statements about society and the changes that we hope to see. We want to continue learning from you, our community, about what is needed in times like these and how the GMoA can be a resource for learning, growing, and building a stronger, safer, inclusive, and unified community. We at the GMoA are dedicated to educating ourselves, our supporters, and our community about social injustices and inequalities, and we stand with others in the fight against systemic racism.

Thank you again for your support of the GMoA! We are honored to continue serving our community.

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



**Greenville Museum of Art (GMOA)
2019 - 2020 Operating Budget in Review**

RECEIPTS

2019 Summer Shindig	468.00
Golden Jackpot	30,500.00
Fashion on Display	8,535.00
Halloweeni ARTini	5,025.00
Breakfast with Santa	5,045.00
Games Meet Art / GMARcade	4,865.00
Fine Arts Ball	88,769.62
Children's Sponsorships	5,000.00
Exhibition Sponsorships	18,675.00
Grants	9,000.00
Other Fundraising	10,558.31
Annual Museum Memberships	35,925.00
Educational Program Tuition/Fees	11,019.50
Museum Facility Rental	4,327.50
Retail and Misc.(incl sales tax refund)	2,836.15
SBA Payroll Protection Plan Forgivable Loan	\$18,100.00
Total Receipts	\$258,617.08

DISBURSEMENTS

Golden Jackpot	10,425.37
Fashion on Display	393.45
Halloweeni ARTini	540.60
Breakfast with Santa	452.19
Games Meet Art / GMARcade	246.41
Fine Arts Ball	40,279.64
Bank and Credit Card Fees	2,680.55
Office Expenses and Collection Maintenance	2,320.06
Deposit to Building and Grounds Account	3,000.00
Dues and Subscriptions	1,887.60
Network/Internet/Telephone	4,874.47
Cost of Retail Sales	184.45
Employee Costs/Fees/Honoraria	82,847.17
Equipment/Facility Repair/Maintenance/Cleaning	14,432.62
Exhibition Costs	18,504.91
Grant Disbursements	11,510.13
General Advertising	82.85
Insurance	14,778.75
Meals and Entertainment	404.51
Occupancy Expenses (Utilities, etc.)	18,632.54
Printing & Reproduction/Postage	1,673.16
Professional Fees	10,957.91
Miscellaneous	190.72
Total Disbursements	241,300.06

Year-End Net \$17,317.02

Summary:

As seen in the *GMOA Operating Budget in Review*, the Museum reached our overall net goal despite losses of anticipated revenue such as facility rentals, educational tuition, and annual memberships. These areas were lower than anticipated this year due to: a) the Museum's temporary closure of the facility, b) the cancellation of rentals, events, and educational programs since March 2020, and c) the economic impact of COVID-19 on Museum supporters.

To make up for the cancellation of our June Summer Shindig, we held a second Golden Jackpot fundraiser in June, which allowed us to reach our 2019-2020 fiscal goals. Throughout the year, GMOA staff cut unnecessary costs and set in motion a more realistic financial plan for the coming year.

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.

GMOA Five Year Snapshot

2015-2016
-\$16,302.00

2016-2017
\$66,839.53

2017-2018
-\$62,018.56

2018-2019
-\$36,301.21

2019-2020
\$17,317.02

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 2019 - 2020

Beginning Balance	\$879,585.00
Additions	\$298,144.00
Distributions	- \$19,920.00
Earnings	\$119,618.00
Ending Balance	\$1,277,427.00

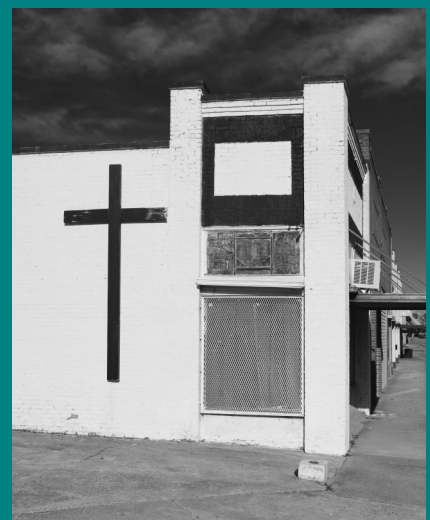
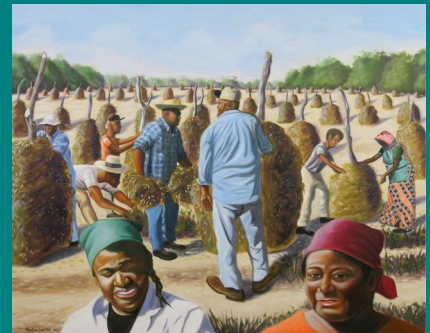
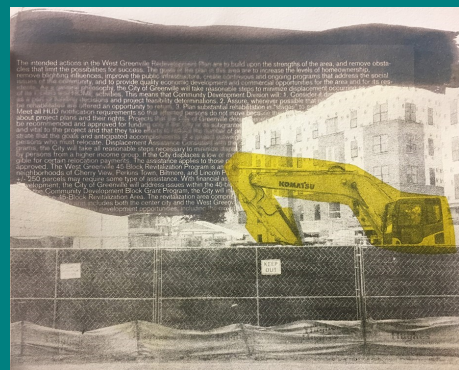
2019-2020 Exhibition Season

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

We closed out the 2018-2019 season with *Greenville, Then and Now*, an exhibition inspired by the shifting landscapes all around Greenville. Through historical photos and artifacts, and works by contemporary artists, *Greenville, Then and Now* invited viewers to pause and reflect on Greenville's historical and contemporary landscapes and what they continue to mean to us as individuals and as a community. We welcomed over 250 visitors for the opening reception on June 21, 2019 and over 60 visitors the next day for historic bus tours of Greenville, led by Roger Kammerer. We had record numbers of visitors for this exhibition and programs!

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. *Greenville, Then and Now* provided endless opportunities for the students and seniors to learn about local history, culture, and art.

Pictured artwork by Susan Martin Meggs (left), Dan and Jacob Siegs (upper center), Epiphany Knedler (lower center), Pearless Speller (upper right) and Dewane Frutiger (lower right)



2019-2020 Exhibition Season

From October 2019 to March 2020, we hosted *The Blue Jackal Under the Tree, India*, an exhibition which featured a series of photographs and soundscapes derived from research done in India on a Nehru-Fulbright Fellowship by Linda Adele Goodine.

Goodine chose two elements to bring with her on location, the tradition textile *sari* and color pigment *gulal* used throughout India during festivals and religious celebrations. *The Blue Jackal* series serves as not only a timely record of place, but as a vehicle for the exploration of rich conceptual themes connected to India's diverse peoples and ancient traditions, especially in relation to the land, the water, and the body. Here, land use and water scarcity intersect with labor, gender, and environmental issues.

We welcomed over 100 visitors to the opening reception in October and over 50 visitors to each of the Downtown Dialogues in the Humanities and Arts discussions in November and February, along with several school and other group tours prior to the exhibition's closing in March.



2019-2020 Exhibition Season

Unfortunately, due to COVID-19 and our closure of the Museum in March 2020, we were unable to host our regular spring exhibitions with artwork by graduating students in the School of Art and Design at East Carolina University and Pitt Community College's graphic design program.

In anticipation of opening our galleries to the public soon, we have installed two new exhibitions to be on display (virtually until we can safely open again due to COVID-19) until October 10, 2020. *Freeman Vines: Hanging Tree Guitars* is currently on display in our West Wing Gallery and introduces the work of Eastern North Carolina artist Freeman Vines (b. 1942) through a display of freehand sculpted guitars and narrative quotations alongside photographic studies of the artist and his environment. This exhibition illuminates the ways in which his artwork embodies intersections of racial prejudice, spirituality, and traditional music in the American South.

Freeman Vines has lived in Eastern North Carolina his entire life, coming of age in an environment of poverty, steep racial prejudice, and oppression. Vines' home of Greene County was a hotbed of Klan activity, including billboards dotting the landscape declaring, "You are in the heart of Klan country." The traumas of these experiences are evident in his work, and in this way, *Hanging Tree Guitars* engages themes of memory, racial identity, and spirituality. This exhibition provides a deeper understanding of the role of traditional music in the rural South, and how it has inspired the work of a visual artist like Vines, even as he faced a lifetime of prejudice, oppression, and violence.



In our Commons Gallery, *Hardscrabble Americana: The Art of Dewey Funkhouser* (on display until October 10, 2020) offers an intimate view of small rural towns struggling to recover from a Great Depression as interpreted by Greenville-based artist Dewey Funkhouser (b. 1932).

Dewey Funkhouser grew up in a small rural town in the Shenandoah Valley of Virginia just like thousands of small towns in 1930s America. Life was a struggle, but in Funkhouser's work spanning 50 years, he commemorates his experiences with depictions of common, everyday folks who share deep values of family and hard work and an appreciation of life's simple pleasures.

Funkhouser's pictorial representations of America recall vivid, multisensory memories, accompanied by oral histories told in first person tales. They recollect the smells of Grandma's mouthwatering pies fresh from a wood stove, the thrills of minor league baseball played in sandlots and rugged fields, the personalities of animals running up trees in old growth forests, the despairs of poor healthcare, a sense of humor despite hard work and class differences, and the importance of labor and community in sustaining families and small farms.



2019-2020 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. The Outreach programs attracted over 1,000 participants - (588 adults and 448 children; 797 Black, 234 White, and 5 Hispanic/Latino). While our outreach numbers were lower this year due to COVID-19 related program closures, students and adults in the early part of the fiscal year were able to find new forms of communication, learn and appreciate other cultures, and challenge the perspectives of others through hands-on engagement with a variety of materials.



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, 24 students (including 20 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: Jeremiah Barnes & Kevin Cirmitski

Halloweeni ARTini



Photo credit: Blue Barn Design Company

Breakfast with Santa



Photo credit: Melissa Parks

Games Meet Art & GMoArcade



Fine Arts Ball

We celebrated our 47th year of the Fine Arts Ball (FAB), held in honor of Dewane and Pam Frutiger with an artful display of black and white photography. Many thanks to the leadership of the event chairs Heather Davis and Wagner Grubb, who made it a night to remember!

The Rock Springs Center hosted 220 guests in their ballroom for the evening. From the cuisine to the decorations, the black and white photography theme carried through the elegant event with antique photographs and pops of yellow flowers and greenery delighting guests as they arrived.



Held on March 7, 2020, the FAB brought in nearly \$90,000 in income with around \$40,000 in expenses. Of particular note was the silent auction, which brought in over \$15,000 and the Fund the Need to support GMoA exhibitions, which brought in \$6,800 the night of the event. A variety of art, culinary experiences, and travel packages were offered in the silent and live auctions, including a studio tour and lesson with Dewane Frutiger and exclusive tour of Burk Uzzle's photography studio.

Thank you to the GMoA staff and the entire FAB committee who made this year's event so successful, including Lesia Zintchouk, Lisa Fitzpatrick, Betsy Leech, Tina Stacy, Torrey Stroud, and more.



Photo credit: ASAP Photo and Camera



Incoming Leadership

I am honored to serve as the 2020-2021 President of the Greenville Museum of Art (GMOA) Board of Trustees. 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 as our city changes and grows.

The Museum is a cultural focal point of Greenville and Pitt County and plays an important role in attracting people to visit or call our community home. It is also a regional force – we are one of the largest art museums in Eastern North Carolina. As GMOA President, I look forward to helping the Museum flourish and grow as a regional destination for years to come. One of the areas I am most excited about includes growing and promoting our facility rental program, through which the Museum can become a destination for any event or meeting. In addition to enlarging the Museum’s annual budget, this will allow us to share our exhibitions with a more diverse and expansive crowd.

Secondly, in order to preserve the Museum as a staple of the Greenville community year after year, I believe encouraging more philanthropic gifts to our endowment is imperative. By encouraging both returning and new supporters to understand what this philanthropic giving could do for the Museum’s future, I hope to continue growing the GMOA endowment for long-term growth.

The year ahead is sure to be an exciting one and we have a number of dynamic exhibitions slated to open, offering our community to the opportunity to experience, learn, and grow.

Katie P. Cannon, 2020-2021 President
Greenville Museum of Art Board of Trustees

2020 - 2021 GMOA Board of Trustees

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Ally Glover, *Treasurer*
Paul Sheehan, *Secretary*
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Tina Stacy
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Greenville
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