



WREN

women's rural entrepreneurial network

2019 - 2020 ANNUAL REPORT

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Agenda

1. Welcome
2. Call to Order Mary Moritz
3. Approval of minutes from
September 28, 2019 Annual Meeting
4. Election of Board of Directors -
Ratification of Mary Moritz and Judy Ratzel
5. Year in Review - Executive Director Pam Sullivan

Mary Moritz – President

Mary is the innkeeper of the Mulburn Inn, located in Bethlehem. In 2013, Mary became a board member of WREN, believing in the mission, and wanting to be a part of a community focusing on woman entrepreneurialism. In 2018, Mary was elected to the Bethlehem select board where she is serving her fourth year. In addition to these duties, Mary has served as the president of WREN's Board of Directors since the beginning of our new fiscal year on July 1, 2020. Mary brings her business expertise and knowledge of the North Country of New Hampshire to this new role.

Kate Foley – Vice President

Kate is the owner of one of the North Country's most delicious restaurants, Bethlehem's Cold Mountain Café. She grew up in Sugar Hill, has traveled and worked across the world and now lives in Franconia. She has been an active WREN member and volunteer for over 20 years. She first got involved with WREN in her pre-teen years as a member of the WINGS program. She is also the first "second generation" WREN member to serve on the Board. Kate also volunteers at the Colonial Theatre.

Ayla Quieroga – Treasurer

Ayla joined WREN as a way of involving herself further in the local community. She and her husband purchased the Maplewood Train Station in Bethlehem and intend to rehabilitate it, so she is eager to connect with others who are committed to community development. Ayla's education gives her a deep knowledge of business – she has an undergraduate degree in Accounting, an MBA with a focus in Finance, and is currently pursuing her Doctorate of Business Administration. In her current position, she travels throughout the US supporting CFO's on special projects. She also has her own business as a preparer of individual tax returns.

Sarah Parish

Sarah is Assistant Professor and Program Coordinator of Art History at Plymouth State University. Her research, publications, and exhibitions explore the history of gender and craft, particularly fiber art. She shares this background with her students and community through participatory, project-driven courses. Outside the classroom, she enjoys spending time with her husband and daughter and coaching for the Plymouth State Skating Association.

Annie Stuart

Annie recently moved to the North Country from her tiny hometown in Massachusetts with her husband Matt, her cat Moxie, and an ornery house-rabbit named Poe. She has a knack for digital marketing, but her true loves are gardening, illustration, hunting for cool vintage stuff, and long walks in the woods. She's also a supporter of local arts and LGBTQ rights. She currently works at Littleton Food Co-op as their Marketing Manager.

Judy Ratzel

Judy relocated to the North Country in 2003 to take the position as the Director of Retail at the nearby Omni Mount Washington Resort. She hails from the Seacoast Region of New Hampshire, where she worked as a product manager for SWIX sports. She earned her bachelor of fine arts in illustration at the University of the Arts in Philadelphia. She enjoys combining her retail business acumen and her love of the arts and community while sitting on the WREN board. In her leisure time you can find her on her bike on the road or in the woods, skiing or taking a walk in the woods.

Individual Donors at WREN

Adair Country Inn - Cynthia Foster
Eileen Alexander
Tim Bir Alley
Jan Apple
Les Apple
Roberta Arbree
Amy Bahr
Bella Funk Boutique
Cheryl & Steven Bianchi
Lissa Boissonneault
Deborah Brown
Kathleen Buto
Timothy & Biruta Carr
Denice Carsley
Aggy Chase
Bill Church
Nora Clark
Jane & John Cloran
Cold Mountain Café
Margo & Greg Connors
Eugene & Gay Crowley
Grant & Mary Cushing
Ned Densmore
Nancy Dickowski, on behalf of
Stars North Group
Alice Dreier
Jane Erickson
Nancy Ernsberger
Marilyn Ewer
Jody Flescher
Susan Ford
Mary Fowler
Franconia Hardware
Linda H. Gaitskill
Lawrence & Jo Ann Golden
Jessica Griffiths -
Griffiths-Weinrich Family Fund
Melanie Hamilton
Janet Hill
Priscilla Hindley

Rita Holmes
Elizabeth & Stephen Horan
Kathy Jablonski
Cheryl Jensen
Michele & Richard Johnsen
Marilyn P. Johnson
Kay Kerr
Carolyn M. Kirby
Kimberly Koprowski
Kristine Lingle
Paul & Tina Lister
Littleton Food Co-Op
Kathie Lovett
Robin Lubguban
Marilyn & Stephen Monsein
Moose Track Studio
Irene Mosedale
Beth Newhouse
Moir North
Kate Odell
Pinegrove Fund
Celeste Pitts
Christine Popovich
Eileen F. Regen
Susan Retz
Lee Richmond
Philip & Suzanne Rysanek
Jennifer Schubert
Gillian & Geoffrey Sewake
Caitlin Sheehan
Barb & James Shuchman
Kathy Shuster
Beth M. Simon
Kelly Slater
Pam Sullivan
Donald (JR.) & Linda Tase
Sarah Turtle
John Vail
Mimi Wiggin
Natalie Woodroofe

Sponsors

Lynne Tardiff Realtor
Tami Nason

Volunteers

Ron Anderson
Fred Apple
Jan Apple
Doug Arion
Carl Bretton
Deb Brown
Bruce Caplain
Mazie Cash
Katy Cury
Marilyn Ewer
Keith Farrar
Colleen Foley
Kate Foley
Lynn Fuller
Sean Gawlik
John Hession
Kate Landry
Kristine Lingle
Kathie Lovett
Jane McGrath
Scott McGrath
Mary Moritz
Sarah Parish
Janet Parker - Littleton Office Supply
Ayla Querioga
Eric Raichle
Judy Ratzel
Lee Richmond
Roland Schick
Mary Secor
Sullivan Creative
Kristine Soleri Timm
Doug Weisman
Lon Weston
Natalie Woodroofe

THANK YOU *Please let us know if we have missed anyone so we can recognize them and show appreciation.*

Grants

CDBG- \$62,500
CDBG-Covid \$81,532
NH Women's Foundation \$5000
Grass Roots Foundation \$1000
PPP ACT support – \$12,400

Thank you for your support!

Staff

Pamela Sullivan
Executive Director

Caitlin Farrar
*Microenterprise, Marketing,
and Membership Manager*

Seasonal Employees

Lynn Fuller
Liisa Hyland

Finance Manager

Deb Loughnane

Instructors

James Clattenburg
John Hession
Thomas Lane
Barbara McLaughlin
Pamela Sullivan
Liz Wyman

Year in Review January 2020 - September 2020

January

- Hired new Executive Director, Pam Sullivan.
- Promotion of Caitlin Farrar to Microenterprise, Marketing and Membership Manager.
- Re-opened Membership program for vendors and supporting members after suspension due to hibernation.
- WREN acquired NH Grand, a Destination Marketing Organization from Northern Community Investment Corporation (NCIC). The Gallery at WREN holds "2020 Season Preview" exhibit.

February

- Under the leadership of now past president Mary Secor, WREN successfully launched and opened the Hub at WREN, an innovative co-working space.
- Developed spring programming, recruited instructors and scheduled all spring educational programs.
- The Gallery at WREN hosts Kim Stockwell and Melanie Barash Levitt for "Layers and Landscapes" exhibit.

March

- COVID-19 virus forced the cancellation of all in-person classes and workshops. All classes were successfully moved to Zoom, an online platform. There were minimal changes in course schedules. Out of the 50 available seats, 33 were filled. Classes successfully ran through early June.
- All gallery exhibitions were cancelled and the store was temporarily closed.
- A series called Roundtable Wednesdays was developed and was hosted on Zoom. These sessions were used as a means for WREN's membership to connect with representatives from State and Federal Government who provided information of support for small businesses.
- A strong robust communication plan was put into action that consisted of weekly e-newsletters and regular social media posts.
- The Gallery at WREN hosted Kristine Lingle and Marcia Wood Mertinooke for "Icons" exhibit.

April/May

- The board approved \$1,500 in funds for a ground floor redesign which included a total reset of the store and moving of staff offices. A look book was presented to the board for their approval and Pam, Caitlin and a handful of volunteers did all the work.
- Applied and received CDBG funding through the CDFA for FY 2021 – grant awarded 25 seats for a total of \$62,500.

June

- The store reopened on June 20th, many of the existing vendors returned and new ones were added. We added new wholesale items - “pantry staples” such as coffee, maple syrup and pancake mix.
- We met with new and existing vendors to provide technical assistance on how to better package and market their work.
- The Gallery re-opened and the first show of the summer season, “Wild Thing” by Rosemary Conroy was hung. There was no first Friday event - Rosemary Conroy had a meet and greet event.
- Added an intern, Kate Landry, from UNH to help us with the new online store and other marketing efforts.
- Applied for a NH Women’s Foundation Grant for a new website and online store and received a grant of \$5,000.
- Lynn Fuller joined us in the store as a volunteer to help out as needed – no additional staff was added.
- WREN filled 33 out of 50 grant seats allotted through the NH CDFA’s CDBG microenterprise grant program.



Jane Cooper and WREN vendor Caryn Clark. WREN connected Jane with Caryn, who made memory pillows from a deceased family member’s jacket.

July

- Ongoing meetings with store vendors and reaching out to find new ones.
- Launched a temporary online store until new one is completed- slated for October. We will make it a winter project to thoroughly develop a strong online shopping portal.
- Met with the Adair Inn and started a program with them, Arts at the Adair. After a gallery show closes at the Gallery at WREN, it potentially will move to the Adair. Any art sold at the Adair will be treated as a gallery sale with WREN’s typical commission rate.
- Met with Jessica Bahrakis about developing a new mural on the east side of the building – the Adair Inn will sponsor.
- WREN applies for a CDFA COVID-19 grant and receives 25 seats. This is a new program where WREN will administer 25 grants, up to \$2,500 each, when approved by the NH General Council in late fall.
- WREN participated in the two-day Vintage Market in the White Mountains at the Wayside Inn.

August

- Developed Programming for Fall Classes- on hold until the State of NH’s General Council Approves the CDFA’s CDBG budget.
- The Gallery at WREN Welcomes Kelly Slater and Kathie Lovett’s Exhibit” At Nature’s Pace.” First online First Friday held.
- Rosemary Conroy’s exhibition moves to the Adair Inn – two receptions were held.

September

- The State of NH's General Counsel Approves the CDFA's budget classes scheduled to begin via Zoom in October.
- Kathie Lovett and Kelly Slater's Show moves to the Adair Inn and a combination Virtual/In-Person Opening Reception is held at the Inn. The Gallery at WREN welcomes Jeanette Fournier and Mimi Wiggin for "Northern Exposure" exhibit. The show is sponsored by Lynn Tardiff Realty. They hold an in-person meet and greet and at the close of the exhibition their work moves to the Adair Inn.
- Doug Weismann brings the exhibition, "Women of the White Buffalo" (featuring the work of Deborah Anderson) to WREN and arranges for the accompanying documentary to be show at the Colonial Theatre.
- Development of a new WREN website slated to launch in November begins.



Pam Sullivan and Caitlin Farrar moving in a painting by Michele Johnsen.

October

- The Gallery at WREN welcomes Stephanie Potter and Kirsten Carruth for "Deep Roots and Conquered Peaks" exhibition. They hold a meet and greet.
- A two-day Yard Sale is held to clean out the basement and storage room. \$1,500 was raised for future projects.
- Jeanette Fournier and Mimi Wiggin's exhibition moves to the Adair Inn and a reception is held.
- Classes and programs begin via Zoom.

November

- The Gallery at WREN welcomes Sarah Burns and Gretchen Woodman's exhibition "Gathering"
- New website to launch.
- Classes continue, and workshops scheduled at WREN.
- Annual Appeal scheduled to launch .
- Holiday Marketing Plan scheduled to launch.
- 10% off storewide sale scheduled for Thanksgiving weekend (comes out of WREN's commission)

December

- Expanded Hours – now open 7 days a week.
- The Gallery at WREN hosts the "Small Works Show" sponsored by Tami Nason.
- There will be Pop-Up Shows December 5th, 12th and 19th. WREN will be participating in the Vintage Market at the Chandler on Saturday, December 5th. Annual Appeal ongoing through emails and Social Media.
- Holiday Marketing Plan continues.
- Membership Promotion 20% of one item of your choice.

Statement of Financial Activities July 1, 2019 to June 30, 2020

WREN Statement of Financial Activities July 1, 2019 to June 30, 2020

Income

Total Contributed Revenues	\$ 87,813
Total Earned Income	101,265
Other Income	
Sale of Buildings	128,053
Sale of Furniture & Fixtures	-
Interest Income	383
Total Other Income	<u>128,436</u>
Total Income	\$ 317,514

Expenses

Human Resources	\$ 105,987
Program & Administrative Expenses	104,725
Building, Grounds & Equipment	15,285
Other Expenses	
Sale of Buildings	14,541
Loan Interest	(21)
Depreciation & Amortization	25,572
Total Other Expenses	<u>40,092</u>
Total Expenses	\$ 266,089
Net Income	\$ 51,425

WREN Statement of Financial Position as of September 30, 2020

Assets

Current Assets	\$ 94,889
Fixed Assets	459,476
Other Assets	10,250
Total Assets	\$ 564,615

Liabilities & Equity

Liabilities	1,842
Equity	
Assets with Donor Restrictions	15,500
Assets without Donor Restrictions	495,848
Net Income	51,425
Total Equity	<u>562,773</u>
Total Liabilities & Equity	564,615

WREN Gallery

Supporting better lives and livelihoods; enhancing the vitality of Bethlehem's Main Street; and, practicing innovation in rural economic development.

Attendees: Deb Hanna, Kate Foley, Judith Hull, Mary Secor

Absent: Ayla Queiroga, Irene Mosedale

General Discussion

- Motion to start the meeting at 5:30 pm was seconded and unanimously approved by members present.
 - Motion to approve minutes for last year's September annual meeting was seconded and unanimously approved by members present (Ayla and Irene voted yes via proxy – Deb Hanna).
 - Mary Secor formally thanked staff Laura Barrington, Deb Loughnane and Katherine Ferrier, as well as former board president Susan Retz and Angel Larcom for staying with WREN through a challenging time and helping achieve this year's accomplishments. The Thank You page in the handouts listed the many other names of folks whose help was greatly appreciated.
 - Motion to accept amendments to bylaws was seconded and unanimously approved by members present (Ayla and Irene voted yes via proxy – Deb Hanna).
 - Motion was made, seconded, and unanimously approved by members present (Ayla and Irene voted yes via proxy – Deb Hanna) to accept new board candidates:
 - Jan Apple
 - Sarah Parrish
 - Annie Stuart
 - Kate Foley presented the Wonders of WREN (WOW) awards, women whose dedication and many hours brought WREN out of hibernation:
 - Katy Curyr
 - Susan Retz
 - Natalie Woodrooffe
 - Mary Secor
- Kate also presented outstanding staff awards to Laura Barrington and Katherine Ferrier, whose countless hours ensured a successful store and gallery opening, and continued successful operation of both.
- Mary provided an overview of this year's accomplishments and strategic goals.
 - There was a Q&A session from the audience.
 - Motion to adjourn at 6:15 pm was seconded and unanimously approved by board members present.