



**The Netherland Club of New York
Minutes Annual General Meeting 2024
Monday, September 9th, 2024
Held via Zoom**

1. Opening of the Meeting

The meeting was opened by President Jeroen Bours, who welcomed all participants to the 2024 Annual General Meeting of the Netherland Club of New York. The meeting was seconded by Arthur Heidendael and Josephine Bertrams.

Jeroen confirmed that the quorum had been reached, with sufficient registrations and proxies received to proceed.

2. Approval of the Minutes of the Annual General Meeting 2023

The minutes of the 2023 AGM were presented and unanimously approved without comment. The motion was seconded by Perry van der Meer.

[Meeting Minutes 2023](#)

3. Report on the Club's Activities for the Fiscal Year Ending December 31, 2023

Secretary Overview 2023

Vice President Josephine Bertrams presented the Club's Annual Report, highlighting a successful year:

The Club has a rich history and in 2023 we celebrated a major milestone, our 120 yr anniversary. It has been amazing to see how the club, its member base and programming has evolved with the times and how it is currently serving the NY/US community with a vibrant membership with exciting, fun and inspiring programming whilst staying true to core Dutch values and culture and fostering a sense of community.



With Katherine at the helm as General Manager of the NL Club and with the unwavering support of so many incredible volunteers and ambassadors, the Club has risen to the next level in 2023.

The year was filled with unique events and the community boosted through the wide variety of events and get-togethers.

In 2022, we settled into the Salmagundi Club as our location for our club to host our events. In 2023, it was the home for many great events, 'borrels' and get-togethers. However, by the end of 2023 the agreement was not renewed due to a change in senior management and strategic direction of the Salmagundi Club. We have been actively looking at an appropriate new 'home' for the club.

EVENTS

Providing a quick look back to all the events of 2023, is nearly impossible.

We organized/hosted 54 events in total.

Some highlights:

As mentioned, 2023 was the year we celebrated our 120th anniversary. To mark this special occasion, we hosted two very special performances by top comedians Youp van 't Hek and Paul de Leeuw exclusively for NL Club Members. The atmosphere was eclectic and the response from both audience and performers were ecstatic. Performances were the hottest tickets in town for the Dutch community and both events were instantly sold out.

We hosted a unique event where the \$1MM drawing by Dutch painter, Jan Lievens was on display. Christopher Bishop lectured on the remarkable finding of this drawing which had gone missing in the 1800s.

International women's day was celebrated with jazz performer Vivienne Aerts and pastry chef Ted Steinebach.

For Liberation Day we welcomed 3 American WW2 veterans who shared their heroic experiences in freeing Europe. One of the men was 102 years old and played the saxophone accompanied by NL Club member Arthur Heydendaal on the piano.

Boekenweek author, Raoul de Jong, shined light on Dutch-Surinamese history with his book Jaguarman.

19 honorary students of the Dutch Conservatorium and Music School of Amsterdam, raised the roof with the Jazz Focus Bigband playing music ranging from blues, contemporary jazz to funk.



Russel Shorto spoke about the commemoration of 400 years New Amsterdam hosted by NL Club Sponsor Citco.

And of course we continued organizing the NL Club staple events; New Year's Reception, King's Day, Herring Party and Sinterklaas – all welcomed more than 200 people each. A tremendous success.

Patron Members receive extra membership perks/premiums. In 2023 these included tickets to TEFAF, a screening to an Oscar Nominated film, tickets to De Kraan, an exclusive viewing of the Jan Lievens in its current home, early bird tickets to Youp van 't Hek and Paul de Leeuw to guarantee a seat.

The NL Club is always looking for new ideas and creative ways to engage and inspire the member community.

In 2023, we continued developing new NL Club concepts such as the Borrel, Vodcast, Wereldwijken, Book Club and Jam Sessions. These community led (initiated and led by NL Club members) events are becoming an important part of the NL Club where members can find deeper rooted relationships based on common interests.

SUMMARY OF MEMBERS IN 2023

The NL Club thrives on the attendance and excitement of its members. Our paying memberships for 2023 were:

Basic members: 372 (+55 compared to 2022)

Patrons: 89 (+29 compared to 2022)

Corporate Members (via sponsors): 229

Total newsletter recipients: 4240

As of 2020, we implemented our new membership structure, meaning that we lowered the membership fee and, in principle, made our events members-only (with some exceptions to certain events). We were optimistic that our member-only approach for in-person events was a step in the right direction and would bring us more memberships while acknowledging that allowing non- members to join some of our events is a good way to reach more people. And with success.

We have been able to increase our membership numbers from 83 members in 2019 to 461 in 2023. (455% increase in membership since 2019) Membership income in 2023 is \$44,6K.



We continue to look for ways to boost engagement with our members and others interested in Dutch art and cultural events. Our website got a refresh, and we have been intensifying our activities/presence on social media:

Facebook followers: 2900 to date (+200)

Number of events: 54 (+1)

Instagram (started in 2022): 925 to date (+671)

LinkedIn: Started in 2023 now at 452 followers

SPONSORS

We could not have done any of this without the continued support of our existing sponsors. As always, we would like to express our gratitude to our Platinum, Gold and Orange sponsors, who have been with us for many years, and we hope we can continue to count on their support going forward to realize the Club's goals. Without the financial support of our sponsors it would not have been possible to organize our events.

Proud to share that in 2023, we welcomed 7 new sponsors and partners: Citco, Carlyle Group, De Missie, Holland Ridge Farms, Leven Real Estate, VBD Executive Search, and Wonderen Stroopwafels.

And this year we welcomed Oom Verzekeringen(since 2024).

A big thank you to our long standing supporters: Loyens & Loeff, NautaDutilh, HVG Law, Houthoff, and the Dutch Consulate.

And a special thanks goes out to our Platinum sponsors ING, Rabobank, Heineken and Citco.

We gladly continue to offer members discounts to affiliate partner brands. For a full list of our partners and the affiliated discounts, we refer to the individual member profiles.

In summary/closing, 2023 was a great year for the NL Club in which we celebrated our 120yr anniversary with so many fantastic in-person events for people to enjoy the best that Dutch art and culture has to offer. We are proud of how the 'buzz' and positive sentiment around the Club and its programming continues to grow, resulting in more members, sponsors and exposure.

We'd like to express tremendous gratitude to Katherine who continues to elevate the Club to the next level and to everyone who has volunteered, donated, sponsored, made introductions, gave suggestions and ideas – the NL Club thrives on your passion and energy.



2024 has been off to a great start and we are excited to keep bringing everyone – Dutch, not Dutch, anyone just interested – together, to enjoy the beauty and fun of all things Dutch and fostering those valuable connections. And if it's up to us, we will do that for another 120 years.

Dank u / Thank you.

4. Financial Report for the Fiscal Year Ending December 31, 2023

Treasurer Patrick Duynstee presented the financial overview:

- Revenue Highlights:
 - Sponsorship income increased year-over-year.
 - Membership dues also rose, reflecting the club's growth.
- Expenses:
 - Notable costs included the 120th anniversary events and trial costs related to FEEST.
 - Venue expenses rose slightly with the transition to 3 West Club, but more dates and improved access offset costs.
- Surplus/Deficit:
 - A slight deficit was recorded for the year due to anniversary costs and discontinued events like FEEST.
- Operational Costs: Wages and insurance remain the largest fixed costs.

Audit Committee Recommendations

- Seek professional legal and insurance reviews.
- Evaluate payroll systems for cost efficiency.
- Assess whether the current entity structure best serves the Club.



The Audit Committee had reviewed the financials and recommended approval.

The 2023 Financial Statements were formally approved by the membership. Motion seconded by Willem Sutherland.

[Financial Report 2023](#)

[Audit Statement 2023](#)

5. Election of the Board of Directors for 2024/2025

Presented by Willem Sutherland on behalf of the Nominating Committee. He praised the outgoing board for their leadership and welcomed new members.

Elected Board Members:

- President: Jeroen Bours
- Vice-President: Josephine Bertrams
- Secretary: Edward Heidema
- Treasurer: Patrick Duynstee
- Directors: Marius Jungerhans, Johannes Wolvius, Pauline Genée

The board slate was unanimously approved.

6. Election of the Nominating Committee for 2024/2025

The following members were elected to the Nominating Committee:

- Willem Sutherland (Chair)
- Johan Schor
- Campara Rozina

Motion was seconded by Joe Mansfield.



7. Election of the Audit Committee for 2024/2025

The following members were elected to the Audit Committee:

- Keith Conte (Chair)
- Arjen Dorrestijn
- Niels Blom

Motion was seconded by Marylou Selo.

8. Other Business

Key points discussed:

- Upcoming Concert: An exclusive performance by Dutch artists Acda en de Munnik is planned for Saturday, November 23, 2024, in New York. The artists will come straight from sold-out shows at Rotterdam Ahoy.
- Sponsorship Appeal: Additional artist events depend on finding new sponsors to support these initiatives.
- Member Engagement: Continued efforts to grow the younger demographic and elevate the club's visibility through high-profile "hit" events and social media.

9. Closing

The meeting was closed by President Jeroen Bours with a warm thank-you to all members, volunteers, and board members. He encouraged continued engagement and support and noted the exceptional value the Club offers in the competitive New York cultural landscape.

Meeting adjourned at 6:00PM.