

**HERSHEY AREA ART ASSOCIATION
BOARD MEETING MINUTES September 2018**

President - Cindy Ankney **Vice President** - Kathleen Grim **Corresponding/Recording Secretary** - Wendy Keller
Treasurer - Mary Lott

Directors: Susan Gephart, Nick Elsener, Marie Gamon, Lori Lute-Beahm, Suze Moll, David Pringle, Kathy Smeltzer

Terms: President, Vice President, Corresponding Secretary, Recording Secretary and Treasurer- 1 yr; Director - 2 yrs.

*Present 3 Board members constitutes a quorum

Standing Committees: Budget and Finance - Deb Reitbauer; Member -Mary Lott, Susan Kelly-Dreiss Darlene Ferrier, Cindy Ankney **Publication Development** - Nick Elsener **Public Relations (Publicity)** Marcia Leister **Website** - David Pringle; Member - Susan Gephart **Members** - Lee Sandel **Programs** – Eve Gurbacki Member - Janette Kurie **Education / Art Classes** – Kathy Smeltzer; **Membership** - Susan Kelly Dreiss, Cindy Ankney, Kathleen Grim **Scholarship** - Maria Gronlund,; Members - Suze Moll, Diane Hoffer, Cindy Ankney **Venue Development** - Nick Elsener; Member - Diane Hoffer **Cocoa Beanery 2nd Thursday Show** – Mary Lott Member - Susan Kelly-Dreiss, Cindy Ankney, Darlene Ferrier **Art At the Cocoa Beanery Show** - Nick Elsener; Members - Susan Gephart, Wendy Craig **Library Hall Gallery** - Marie Gamon **Hershey Partnership** - Connie Davis Member - Sue Myers **Hospitality** – Agnes Handwerk **HAAA Hats for Hope** - Emme Daley and Wendy Craig **Bus Trips/Retreats** - Marcia Leister Member – Deb Reitbauer,., **Facebook** - Lori Lute-Beahm; Members - Maria Gronlund, David Pringle, Elijah B, Suze Moll. **3D Committee** - Kathleen Grim; Members - Suze Moll, Sue Myers, Cathy Griffith, Nick Elsener

Present: Cindy Ankney, Kathy Smeltzer, Wendy Keller, Marie Gamon, Susan Gephart, Nick Elsener, Mary Lott, Kathleen Grim, Lori Lute-Beahm, David Pringle, and Suze Moll

Start time 5:30 p.m.

1. OLD BUSINESS

A. A. No corrections or additions to July 2018 minutes.

Marie Gannon made a motion to accept the July minutes and Kathy Smeltzer and accepted it.

2. NEW BUSINESS

A. PRESIDENT - Cindy Ankney

1. Cindy Ankney, President, will be resigning in a few weeks.

2. Consent items addressed (see attached)

3. There will be a separate meeting to review current and recommended By-Laws.

The meeting will concentrate on the differences between the current bylaws and the recommended bylaws, a PA Association of Non-Profit Organization bylaw template will be used.

4. Connie Davis will be asked to chair any future shows within the established HAAA guidelines

B. TREASURER - Mary Lott

1. Expenses include upcoming bills through this fiscal year, giving a deficit of \$952.35 from the budget.

Current Balances as of September 2018 Savings: \$10,927.57 Checking: \$3,969.11

Year to Date: Income: \$15,180.26 Expense: \$16,132.61 Net Revenue: \$952.35

Savings and checking account were motioned and accepted.

2. Board agreed to "discontinue" Paint Together sessions for the remainder of the year. Susan Gephart made a motion and Cindy Ankey, Suze Moll, and Lori Lute-Beahm seconded the motion.

Discussion on creating a deadline for participating in art class or cancellation of art class due to low participation.

3. Discussion on a new proposal for advertising strategies and venues to help artists sell artwork.
4. The Board approved \$5,000 certificate of deposit.

C. ART CLASSES - Kathy Smeltzer

1. Discussion on how to expand publicity and exposure for HAAA with less cost. (Patriot news and Harrisburg magazine are too expensive).
2. Discussion on shared information such as the Library's and Derry Township websites, advertising with shared sites, and addressed more Facebook and Instagram exposure.
3. Discussion of member instruction how to turn in pictures, current art classes that will be starting, and scheduling and room deposit.

D. WEBSITE - David Pringle

1. Discussion of site/email formatting
2. Address more Facebook and Instagram then shared (post who shared), boosting within a certain mile radius, member instruction how to turn in pictures, and send out links to board (need google).
3. Discussion of show registration form (need to streamline and create a check box form) (discussion on sign up form (It should state a confirmation for classes and shows).

E. FACEBOOK - Lori Lute-Beahm

1. Contact partners to share information on Facebook (see what people want most). Agreed that we do a 6 month trial of displaying other art related information from other sites on our website in order to increase traffic.
2. Lori Lute-Beahm is asking that pictures be sent to her in JPEG format only.
3. Discussion on membership, pay pal, donations, and amazon smiles. (Losing money to pay pal., if class is cancelled through paying through pay pal, money will be lost)
4. Discussion on raising rate. If class payment is made through PayPal, we loose a service charge.
5. Discussion on David Pringle will work with Lori Lute-Beahm on getting central storage space for images and information.

F. VENUES - Nick Elsener

1. Discussion on Anneville show (Back stage café, (New Allen Theater/coffee house).
2. New show in 45 days.
3. Blooming Art Show at Hershey Gardens Conservatory had sales of \$190.00. We raised \$28.00 commission and received a \$6.00 donation.

Consent items from Board: (Will take motion to approve below items, or ask for any clarification)

Meeting adjourned at 6:58 PM.

A. Membership - Lee Sandel

Now 138 members: 1 Life; 5 Student; 8 Family; 1 Memoriam

B. Program Chair - Eve Gurbacki

October - Ann Benton Yeager (Fluid art demonstration, display of mixed media, cold wax, and fluid pieces)

November - Thom Glace (Master of painting fish and dragonflies; 30 years of marketing experience)

C. Budget and Finance - Deb Reitbauer

There is a meeting for the 2019 Budget Proposal on October 1 at 1:00

D. Venues - Nick Elsener

Discussion on Community Art Day, November 3, not church related. Held at Christ Church and open to HAAA. \$25.00 for a space. Open from 9:00 a.m. to 4:00 p.m.

Discussion on creating a news page to post new things that are happening at HAAA and update membership. A motion was made by David Pringle and Lorie Lute-Beahm accepted.

Ann Benton Yeager, Abstract Artist, will present on, Tuesday, October 9, 2018 at 7:00 p.m. at the Hershey Derry Township Historical Society.

Thom Glace, Watercolorist, will present on November 13, 2018 at 7:00 p.m. at the Hershey Derry Township Historical Society.

Venues listed below:

Calendar for Art Shows:

Hershey Public Library Show	Bi-Monthly	Marie Gamon
Cocoa Beanery Gallery Hanging	Bi-Monthly	Nick Elsener
Annual HAAA Membership Exhibit	March 2019	Marie Gamon
Country Meadows		Connie Davis
Art Fest (Art on Chocolate)		
POP UP Art Show @ Beanery	May	Mary Lott
Cocoa Beanery – 2 Thursday		
June – September		Mary Lott
Old Annville Day		
(Conservatory)	June	Marcia Leister Blooming Art
Hershey Story	Aug	Sue Bressler
Under the Colors	September 6 – 10	Nick Elsener
Capitol Exhibit	3rd weekend in October	Cancelled this year
Center Stage	November 2018	Connie Davis
Hershey Partnership Breakfast	November 2018 thru February 2019	Susan Gephart
	December 8th	Connie Davis

Blank areas indicate TBD, Underlined indicates new information in chair, dates, or addition of show

Next Board Meeting: October 9, 2018 at the Hershey Derry Township Historical Society.

Respectfully submitted,

Wendy Keller, Secretary