

## **HERSHEY AREA ART ASSOCIATION BOARD MEETING MINUTES NOVEMBER 2018**

**President** – Kathleen Grim **Vice President** - Vacant **Corresponding/  
Recording Secretary** - Wendy Keller **Treasurer** - Mary Lott

**Directors:** Susan Gephart, Nick Elsener, Marcia Leister, Deb Reitbauer, Marie Gamon, , Lori Lute-Beahm, Suze Moll, David Pringle, Kathy Smeltzer

**Terms:** President, Vice President, Secretary, and Treasurer-1 yr: Director -2 yrs.\*Present 3 Board members constitutes a quorum

**Present:** Kathleen Grim, Wendy Keller, Mary Lott, Nick Elsener, Marcia Leister, Deb Reitbauer, Marie Gamon, David Pringle, Kathy Smelzer, Susan Gephart, Lori Lute-Beahm

Start time: 5:30 p.m.

### **1. OLD BUSINESS – Kathleen Grim**

A. No corrections or additions to the November 2018 minutes, a motion was made and accepted.

B. Eve Gurbacki resigned from the Board of Directors and there was a discussion to find a new chair.

C. Received a thank you letter from Library for payment of Artists and Illustrators magazine

D. Discussed the October/November HAAA events (Christ Church Annville, Center Stage). The church even went

well and all submissions for Center Stage were submitted.

E. Clarification of decision to increase hanging fees was presented as \$5 for 1 - 3 pieces and \$10 for 4 - 6 pieces. The

change applies to all HAAA sponsored shows.

F. Discussed moving forward with the “Hope Springs Farm” plein air demonstration event. Kathleen to follow-up. G. David Pringle, Nick Elsener, and Kathleen Grim will meet to review updater and administrator web functions. An

online post event report form is being developed.

## **2. NEW BUSINESS**

### **A. PRESIDENT – Kathleen Grim**

HAAA commission. Credit cards can also be accepted on the HAAA website. Individual artists who currently accept credit card payments and are at the show, may use their processing equipment. But the organization will not be accepting credit card payments at shows at this time.

2. Explanation of Executive Committee to replace BOD email vote as defined in the bylaws. Draft 6 of the bylaw revisions was approved by the BOD and will be posted on the website for member review. Membership vote will take place in early 2019.

3. Discussed possibility of raising dues due to the need to offset costs.

Individual membership dues will be \$25 in 2019, and increase to \$30 in 2020. Family membership will increase to \$40 in 2019 and no change in 2020, and student membership will continue to remain at \$10.00. Wendy Keller made a motion and Lori Lute-Beahm seconded the motion. Discussed the commission on sales at HAAA sponsored shows to increase from 15% to 20% in 2019. Hanging fees for HAAA sponsored shows will be \$5 for 1 - 3 pieces and \$10 for 4 - 6 pieces in 2019.

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**Standing Committees - Budget and Finance** - Nick Elsner; **Publicity** - Marcia Leister; **Website** - David Pringle; **Education/Art Classes** - Kathy Smeltzer; **Scholarship** - VACANT; **Programs** - VACANT; **Venue Development** - Nick Elsener; **Hospitality** - VACANT; **Social Media** - Lori Lute-Beahm

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1. Discussed the use of credit card purchases at shows. (Having customers use credit cards instead of cash). Some of the issues discussed

were who will be working the desk and run the credit cards through the system, training volunteers, deciding who is in charge of the money, and the artist would still have to pay

Susan Gephart made a motion to increase commission and Marcia Leister second the motion

4. Discussed approval of Draft 6 of new bylaws; it will be posted on the website for member review.  
(Includes revisions). PANO recommendations – keep it simple for emergency services and establish an Executive committee that sits a President, Vice President, and two or three other members of the Board. It should be flexible. Nick Elsener made a motion and Lori Lute-Beahm seconded the motion for approval that Draft 6 can be uploaded to the HAAA website.
5. Discussed post show status report consisting of data that will be used and uploaded to website. (How

many artists are participating in shows, etc., which will be used for future planning).

5. Discussed holiday party planning - Cathy Griffith  
On Tuesday, December 11, 2018, the Board will be meeting at noon and decorating immediately afterwards. At 6:00 p.m., there will be a dinner party (sign up sheet will be provided).
6. Discussed the Hershey Derry Historical Society capital campaign. They introduced a \$3,500.00 fund raising initiative for landscaping the garden area in the rear of the

building. Purchase of a 4 x 8 corporate

recognition brick is \$250.00. Currently, HAAA pays an advance \$50.00 deposit to hold the dates for all HAAA meetings and classes. We have lost our deposit when a class has been cancelled and may need to review this policy. However, considering the HDTHS capital campaign, this may not be the right time to consider negotiation and new rental agreement. Discussed how HAA could help with the fund raising event:

- Possibly holding a show to benefit HDTHS
- Asking for donations, pass the hat during a meeting.
- Make a good faith donation in order to continue to receive our discounted rent.

Mary Lott suggested a \$100 donation and state that we look forward to many more years with them. Deb Reitbauer made a motion and Nick Elsener seconded motion.

#### **B. VICE-PRESIDENT -**

1. Currently vacant

#### **C. TREASURER - Mary Lott**

1. Current Balances as of November 2018

Savings: \$10,929.04 Checking: \$3,216.65 Total Funds in Bank: \$12,145.69  
Savings and checking account were motioned and accepted.

#### **E. SHOW VENUES - Nick Elsener**

#### **D. ART CLASSES - Kathy Smeltzer**

1. Discussed the report from education/art class chair – Kathy Smelzer  
Three classes are being offered by Marie Gannon  
John McNolty is teaching a class starting in February.  
Paulette Flemming starting February 6 and is booking for 2019.

Paint together- several people are interested on Mondays afternoon 12:30-3:30 starting January 2019. Need at least five people to sign up to cover the cost of the room (\$20.00 for four weeks).

Currently, there are a total of eight classes.

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1. Discussed current and upcoming shows. Hershey Public Library Show – ongoing, Cocoa Beanery Gallery – ongoing, Annual HAAA Membership Exhibit at Hershey Library - March 17, 2019

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## **REPORT FROM NOMINATION CHAIR - Mary Lott**

Mary Lott is looking for a Vice President and a couple of people to come on board at the general meeting, however, she is looking at current board members first.

## **COMMITTEE UPDATES -**

1. Need chair persons for Programs, Hospitality, Scholarship, the next cycle of Cocoa Beanery.
2. Marie Grunlund will be doing the scholarship program for this school year.
3. Discussed finding a new volunteer for Spring Show along with Chair - Marie Gannon.
4. Chair persons continuing into 2019, Lee Sandel - Membership, Sue Myers and Connie Davis - Hershey Partnership (the Partnership raised \$4500 for fire company at October Soup Cook off), Emme Daley - Hats for Hope, Marcia Leister - Publicity (Publicity Committee to become Public Relations Committee), Kathy Smeltzer - Education/Art Classes, Nic

**Consent items addressed (see attached)**

**Consent items for Board:** Items were reviewed and approved.

**CONSENT ITEMS FOR BOARD:** (Will take motion to approve below items, or ask for any clarification)

A. Membership - Lee Sandel 146 members: 1 Life; 6 Student; 10 Family; 1 Memoriam

Meeting adjourned at 6:41 p.m.

**A. Membership** - Lee Sandel  
143 members: 1 Life; 6 Student; 17 Family; 1 Memoriam

**B. Scholarship - Maria Gronlund**

Expressed desire to have someone else be Chair after this year.

**C. Partnership - Connie Davis/Sue Myers D. Hats for Hope - Emme Daily**

October 18<sup>th</sup> (Wendy will collect hats).

**E. Hospitality -**

**F. Venues - Nick Elsener**

Discussed Capital Exhibit will not be a show for 2019

Community Days will be on again in 2019, was very successful.

We are planning a members Backstage Cafe at Allen Theater (Mar 1-31), additonall monthly Backstage Cafe show opportunities will be placed on our web for consideration to see how much interest there is.

Listed below:

**Calendar for Art Shows:**

Hershey Public Library Show  
Cocoa Beanery Gallery  
Hanging Center Stage  
Hershey Conservatory Nature Show  
Backstage Cafe

HAAA Membership Exhibit Country Meadows  
Art Fest (Art on Chocolate)

POP UP Art Show – Beanery Cocoa Beanery – 2<sup>nd</sup> Thursday  
Old Annville Day

Blooming Art (Conservatory) Hershey Story

Under the Colors

Bi-Monthly

Bi-Monthly

Nov 2018 thru Feb 2019

Jan 12 -13 \*(Unconfirmed Pending) Mar 1 - 31

March 25<sup>th</sup> - May 20<sup>th</sup>

May 12<sup>th</sup> – 16<sup>th</sup>

May 11

\*(Unconfirmed Pending)

June – September

June 8

Aug 24 &25

September 5 – 8

3rd weekend in October

Marie Gamon Nick Elsener Susan Gephart

Mary Lott Marie Gamon Suze Moll TBD

Mary Lott Mary Lott Marcia Leister Sue Bressler TBD

TBD

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

2018-11 Board Minutes.pdf

Next Board Meeting: December 11, 2018 at the Hershey Derry Township  
Historical Society: 5:30 p.m. – any HAAA member may attend.

General Meeting: 7:00 PM

Respectfully submitted, Wendy Keller, Secretary