

HERSHEY AREA ART ASSOCIATION

BOARD MEETING MINUTES DECEMBER 2018

Acting 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.*

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

Present: Kathleen Grim, Mary Lott, Nick Elsener, Marcia Leister, Deb Reitbauer, Marie Gamon, Suze Moll

Start time: 12:00 PM

1. **OLD BUSINESS** - Kathleen Grim

- A. No corrections or additions to November’s minutes, a motion was made and seconded to accept minutes.
- B. Review of fee increases. There were only two complaints received by the BOD. The comments were reviewed but it was determined that no change was warranted.
- C. Responses to bylaws. One comment/suggestion was received on the posted draft of the bylaws. After review of the second paragraph of Article III Members and Dues, Section 1, the board agreed to the following revision: *Membership does not guarantee acceptance of fine art or visual art to exhibit and/or sell at HAAA sponsored events. All members must adhere to HAAA’s General Guidelines and Policies. The Board of Directors and the Show Chair may determine whether or not a member’s work meets the standards detailed in the Guidelines and Policies.*
- D. Donation to Hershey Derry Township Historical Society. The President will be submitting a check for \$250 to the HDTHS Director as a “corporate brick” donation to their Capital Campaign to complete the exterior garden project. HAAA’s donation of \$100 was supplemented by an anonymous gift of \$150. In addition to the \$250 donation, we will also make our annual membership payment of \$200.
- E. A revised online event registration form is now available online.

- F. A post event report form is in development.
- G. The president contacted Hope Spring Farms to discuss the possibility of HAAA members doing plein air painting of their flower gardens in Spring, and possibility of using their space for classes. Manager, Jim Ganer will discuss with staff and respond to Kathleen

2. NEW BUSINESS - Acting President - Kathleen Grim

- A. Elections of new board members will take place during the January meeting. Mary, as chair of the nomination committee, will be offering Jim Davis and Angela Lapioli as new board members. Because no current board member chooses to be VP, the Board agreed to hold the position open for a few months to determine if a new board member is interested.
- B. The January member meeting will also include an end of year report, and a financial report. Kathleen will provide a brief overview of 2018 and Mary will provide a review of our financial situation emphasizing the reasons for the fee increases. Kathy will share an overview of the 2018 classes.
- C. Approved reimbursement of \$54.02 to Cathy Griffith for expenses incurred for the Holiday Party.
- D. David Pringle to chair a committee to develop Social Media Guidelines.
- E. Suze Moll to chair the 3D committee to review the show guidelines and present them to the board for approval. Once approved they will become part of HAAA's Guidelines and Policies.
- F. Discussion regarding potential chair persons for Programs, Public Relations, and a show chair for the next cycle of Cocoa Beanery. Suze Moll has agreed to chair the Scholarship committee for next school year.
- G. Marie reported that she has Wendy Craig and and Shawdra Pathare assisting her on the Spring Member Show. She requested assistance with publicity and website. Nick agreed to assist. Deb also offered to assist with the member reception. a budget of \$100 is available for the show.
- H. Marcia will contact Connie Davis regarding planning for the Soup Cook Off competition to be held at the March meeting. Blurb for the event will be posted on our website.

- I. Promotion ideas for 2019. Plans to purchase logo items for sale and/or gifts to donors, additional advertising in Fall for Christmas gifts of classes and membership to HAAA. Improved outdoor signage for shows and events. These activities will fall under the Public Relations committee.

3. TREASURER - Mary Lott

- A. Current Balances as of Nov. 13 2018 - Savings: \$10,929.04 Checking: \$3,216.65 Total Funds in Bank: \$14,145.69. Savings and checking account were motioned and accepted. Additional income: \$137.00 from Dick Blick affiliate and a donation through the Hershey Corporation Donation Xchange program.
- B. Mary will schedule a meeting with our accountant to start working on the IRS report for 2018, which includes the W-9 forms for instructors. Financial committee members and the president will be invited to attend.
- C. The Board agreed that the affiliate buttons for Dick Blick and Utrecht are not adequately visible on the website. Request to research possibility of moving links to a more accessible location.

4. SHOW VENUES - Nick Elsener

- A. See new show schedule below.

5. ART CLASSES - No Report

6. CONSENT ITEMS FOR BOARD:

- A. Membership - Lee Sandel - 148 members: 1 Life; 6 Student; 10 Family; 1 Memoriam

2019 Calendar for Art Shows:

SHOW NAME	SHOW CHAIR	DATES
Hershey Public Library Show	Marie Gamon	Bi Monthly
Cocoa Beanery Gallery	Vacant	Bi Monthly
Annual HAAA Mbr. Show	Marie Gamon	March 17 - May 11 *
Backstage Cafe Mbr. Show	Mary Lott	March 1 - March 31 *

2018-12 Board Minutes.pdf

Backstage Cafe Specialty Shows	Mary Lott	5 Monthly Shows, April thru end of Aug, *
Country Meadows	Suze Moll/Connie Davis	TBD
Art Fest (Art on Chocolate)	Vacant	May11 *
Cocoa Beanery Pop Up Show	Mary Lott	May 23
Cocoa Beanery 2nd Thurs.	Mary Lott	2nd. Thurs. June - Sept
Old Annville Day	Vacant	June 8 *
Blooming Art Conservatory	Sue Bressler	Aug 24 & 25
Hershey Story Museum	Vacant	Sept 6 - 10
Under the Colors	Vacant	Oct 18-19
Annville Community Art Day	Mary Lott	Nov. 2
Center Stage	Susan Gephart	Nov 12- Jan 8

* Exact dates to be determined.

Next Board Meeting: January 8, 2019 at the Hershey Derry Township Historical Society: 5:30 PM

Meeting adjourned at 2:05 PM

Respectfully submitted

Kathleen Grim, Acting President