

## HAAA BOARD OF DIRECTORS MEETING - October 8, 2019

President -Kathleen Grim, Vice President - Nick Elsener, Corresponding/ Recording Secretary - Vacant, Treasurer - Mary Lott

Directors: Nick Elsener, Marie Gamon, Suze Moll, David Pringle, Kathy Smeltzer, Diane Hoffer, Jim Davis, Kathleen Grim

Standing Committees - Budget and Finance - Nick Elsner; Public Relations - VACANT; Website - David Pringle; Education/Art Classes - Kathy Smeltzer; Scholarship - VACANT; Programs - VACANT; Venue Development - Nick Elsener; Social Media - David Pringle, Hospitality - Marcia Leister

Present - Marie Gamon, Kathy Smeltzer, Jim Davis, Mary Lott, Diane Hoffer, Nick Elsener, Kathleen Grim

### OLD BUSINESS

1. Board approved minutes from last meeting - July 2019
2. Secretary Responsibilities - Guidelines approved as written. File with October minutes and share with nominating committee members
3. Report on completed shows: **Hershey Story** - Nick submitted a post show report, suggests a three day show instead of four. The date will likely remain the weekend after Labor Day. We will plan to do the show in 2020.

**Second Thursday at CB** - Four months June to Sept. Very short show during the Farmers' market. Minimal sales, increases visibility, public has conversations with artists, approximately 30-40 people viewed the display. **ACTION:** Mary will do an evaluation of participating artists before we determine if we will do this next year. Also will need a chair for the event.

**Backstage at Allen Theatre** - Joe LaFrance has current show.

**Discussion on use of repeating sending out post cards** - 175-180 cards with three events were mailed in Spring, printing of post cards were donated, 50% of postage was donated. Post cards were also shared at many community venues. Summer shows did have an increase in sales. But electronic communication is cheaper, consider doing more social media outlets. Prepare poster type communication for future shows to hand out at upcoming shows. At the Under the Colors show we should have flyers for Holiday Show at Spring Hill Suites and February show at the Hershey Conservatory.

## 2019.10 BOD Meeting

**Soup Cook Off** - Great community outreach event! No win this year but great outreach with public.

4. **PayPal Report** - David is researching the use of credit cards for show purchases and online payment of classes and membership. For shows, we might be able to get a free card reader but would need an iPhone or iPad with a data line. Creates some issues around handling sales at shows. Mary has an iPhone 5 that she would donate if it could be used. Table this issue until we hear more from David. We do have a separate account for PayPal transactions from shows and online payments. Suggestion that we investigate a Square card reader and the possibility of locating an iPad which would make processing payments easier for members.

5. **Signage for events**, new indoor banner - Current signs are looking shabby. Discussion on type of signs, location of signs. Board approves \$100 for Mary to purchase one inside sign and some standard signs for Under the Colors. Explanation about the Member Blasts, they must be brief, high level, push to website. Categories are "Call for Artists" and "HAAA Member Information". Under the Colors announcement to membership

6. **Review of Show Chair responsibilities** - Nick/Kathleen/Mary. Still needs editing.  
**ACTION** - Kathleen will do another version based on meeting discussion and share with the board.

7. **Membership cards** - Do we need them, is there any reciprocity? Who will manage them?  
**ACTION** - Jim will look at creating a template for membership cards. Mary will check with Michaels and ACMoore for reciprocity.

8. Renovation update from HDTHS, BOD meeting relocation starting Jan. 2020. The meeting area will not be available in 2020. Brief discussion on time/place for board meetings. Continue conversation at next meeting.

9. Social Media Guidelines and Scholarship Financial Guidelines - Completed and posted on website.

### NEW BUSINESS

1. The finance committee met and prepared a 2020 budget proposal for board approval. Nick will present at the Nov. meeting.
2. Under the Colors report, 15 registrations as of 10/6, Refreshments? Decision that no refreshments will be provided. Water will be available.
3. Report on Anniversary Committee/Calendar - Diane/Kathleen. Board approved payment to Print Works when calendars are completed. Available for sale at Under the Colors, and all future meetings and events.
4. Appointment of two BOD members and one or more members to Nomination Committee for 2020 BOD elections. Mary Lott and Jim Davis will be board members on Nomination Committee, will ask one or more members to participate.

## 2019.10 BOD Meeting

5. Committee/Chair openings - Secretary, Publicity/Public Relations Chair, Scholarship Chair
6. Website - Request to place affiliate links on homepage? **ACTION:** Kathleen will talk to David about moving the links.

### **UPCOMING SHOWS:**

Hershey Library Rotation - Oct 12 Marie; Cocoa Beanery Oct. 7, Kathleen; Annville Cleona Community Art Day Nov. 2, Mary; Holiday Show at Spring Hill Suites Dec. 5-8, Nick  
**Center Stage Hershey Medical** Dec. 12, 2019 to April 6, 2020. Diane and Susan Gephart. Deadline for submissions is Dec. 5. The Medical Center collects 30% from any sales for their Patient Care Program. HAAA does not collect commission. **ACTION** - Develop a web description for this event, also need more members to assist with initial screening of submissions.

**TREASURERS REPORT** - Mary Lott/Nick Elsener. Nick presented the proposed 2020 budget to be reviewed by the board. Discussion on decrease in memberships and affiliate income, as well as the significant increase in class income. The 2020 budget addresses a potential rent increase and website upgrade. Expected approval of budget at November board meeting.

Mary provided the YTD financial report. As of 10/8 the checking account balance is \$8,652.44; the savings account (which includes donations for calendar) is \$11,055.30. Total funds are \$19,707.74

**ART CLASS CHAIR REPORT** - Kathy Smeltzer The current classes are full! As a result of requests for a beginner drawing class, Kathy spoke to Paul Gallo about having a drawing class in Spring followed by an intermediate class in Fall 2020. He is agreeable. Still uncertain about Paulette's decision to continue teaching into 2020. Discussion regarding a summer children's art program. There are major hurdles in the location of qualified teachers, cost of supplies and location. No further action for now.

### COMMITTEE UPDATES:

Committee/Chair openings - Secretary, Publicity/Public Relations Chair, Scholarship Chair, Program Chair.

### CONSENT ITEMS FOR BOARD:

Membership - Jim Davis, 118

Hershey Partnership - Sue Myers/Kathleen Grim

## 2019.10 BOD Meeting

### 2019 Calendar for Art Shows:

| <b>SHOW NAME</b>                | <b>SHOW CHAIR</b>                  | <b>DATES</b>                              |
|---------------------------------|------------------------------------|---|
| Hershey Public Library Show     | Marie Gamon                        | Bi Monthly                                |
| Cocoa Beanery Gallery Rotation  | Kathleen                           | Bi Monthly                                |
| Annual HAAA Mbr. Show           | Marie Gamon/Nick Elsener/Mary Lott | March 17 - May 11                         |
| Backstage Cafe Mbr. Show        | Mary Lott                          | March 1 - March 31                        |
| Backstage Cafe Specialty Shows  | Mary Lott                          | 5 Monthly Shows, April thru end of Aug, * |
| Country Meadows                 | Suze Moll                          | May 2 - May 23, 2019                      |
| Hershey Westend Artfest (HDTHS) | Lori and Kathleen                  | May 11-12, 2019                           |
| Cocoa Beanery 2nd Thurs.        | Mary Lott                          | 2nd. Thurs. June - Sept                   |
| Old Annville Day                | Mary Lott                          | June 8                                    |
| Blooming Art Conservatory       | Lee Sandel and Diane Hoffer        | Aug 24 & 25                               |
| Hershey Story Museum            | Nick Elsener                       | Sept 6 - 10                               |
| Under the Colors                | BOD                                | Oct 18-19                                 |
| Annville Community Art Day      | Mary Lott                          | Nov. 2                                    |
| Center Stage                    | Diane Hoffer                       | Dec 12, 2019 to April 6, 2020             |
| SpringHill Suites               | Nick Elsener                       | December 5-8                              |
| Hershey Med Center Stage        | Diane Hoffer                       | Dec 12, 2019 to April 6, 2020             |

KGrim

Revised 11/9/2019