

2019.12 BOD MINUTES

HAAA BOARD OF DIRECTORS - MINUTES December 10, 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 Elsener; 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

OLD BUSINESS:

1. November 2019 minutes were approved with no changes.
2. Secretary Responsibilities Guidelines - A revised document of the Secretarial Responsibilities was approved and will be posted on our website. Show Chair Responsibilities Guidelines - Nick (on hold)
3. Post Show Report - Holiday Show 12/5-8/19 - Twelve artists participated, total sales were \$425.50, total commissions were \$85.10. Board agreed to review this venue in 2020 due to the very limited number of sales and public participation. Hershey Medical Center Stage - Five artists were selected by the Medical Center staff. Their work will hang in the common area for four months. Consider using a less complicated registration form and better member education regarding this community program. Agreement to invite a Hershey Medical Center staff to provide information to members. **ACTION** - Diane Hoffer and Jim Davis will follow up with Betsy Fallon from the Med Center.
4. Online memberships via PayPal update - Although the PayPal online process is working, some confusion remains as to how to get the paid memberships to Jim for addition to the member list. **ACTION** - Kathleen to provide Jim with information from non-online payment forms and verify all member information for online payments. **ACTION** - David to make sure an additional name may be added to the member list for family memberships.
5. Membership cards - **ACTION** - Jim will print new cards with member names for 2020 to be available along with member name tags at the general meetings.
6. Status of affiliate links to home page - David placed links on the bottom of the home page.

7. Suggestion that the “JOIN” button be on the homepage. ACTION - Kathleen to talk to David about adding a link to the membership form from the home page.

NEW BUSINESS:

1. Develop report on organizational status for January membership meeting - Mary - financial report and presentation and elections of nominations for board officers. Kathleen overview of HAAA activities, possible establishment of fund to locate another place to rent.
2. Request to host Palmyra Area High School art show in Feb/March. Discussion on locations. ACTION - Kathleen will continue to work with Allison Keener at Palmyra HS. Consider contacting Hershey Fire Company.
3. Upcoming shows - Conservatory Show 2/14-17/2020, Lee Sandel and Diane Hoffer will co-chair, Spring Member Show date change due to Library renovations venue change. Consider Hershey Fire Co. or Country Meadows. ACTION -Nick to contact Fire Co., Kathleen to contact Country Meadows The Mother’s Day show at Country Meadows needs show chair.
4. Develop 2020 show list for website - ACTION - Nick will develop.
5. Approval give for Marcia Leister to purchase 3-4 display rack feet at a cost of approximately \$60. ACTION - Kathleen will contact Marcia.
6. 2020 BOD meetings the fourth Tuesday of the month, no firm location for meetings. Suggest to contact Hummelstown Library ACTION Mary will contact Hummelstown Library. If no other locations are located, Mary, Kathleen and Jim offered to host board meetings for 2020.
7. Nomination Committee report - Mary reported that Kathleen Weitling agreed to join the board and be secretary. Sue Myers and Lori Kelly have also accepted board positions. Other members that Mary has contacted include Lee Sandel, Kathy Seidl, Carolyn Alfano, and Tanya Richter. New board members will be asked to accept an open position on a standing committee or assist with shows. Other members to ask for specific positions include Beverly Barley; co chair art shows and Jill Brinser who has offered to help with graphic design projects. Current board members will be asked to mentor new board members after membership elections. As of BOD meeting, the members who have completed their two year term and made a decision on continued participation: Marie Gamon and Suze Moll will not be continuing on the board, Kathy Smeltzer

will step down in March 2020. Mary will continue as treasurer. Nick, Jim, Diane, Kathleen will continue in their respective positions. David Pringle has not reported his decision to date.

8. Scholarship Committee report - Nick will send out scholarship announcements two days after Jan. member meeting. Need another meeting place for judging scholarship in March. Memo to BOD regarding scholarship procedures for 2020. Document is filed with meeting minutes.

TREASURERS REPORT - November expenses reflect payment in part to art instructors and Insurance (\$3050). Income from calendar sales and art classes is \$631. Historical Society dues of \$200 per year will be paid before end of year. All large expenses for 2019 are covered. Checking account - \$6,473.08; Savings account - \$11,085.85; Total funds of \$17,558.93. **ACTION** - Mary approved to have CPA generate W9 forms for our instructors. **ACTION** - Nick to provide David with a basic version of the 2020 budget to post on our website.

CLASS REPORT - Kathy provided the end of year class report. Total of 17 classes, 148 students. Net to HAAA from art classes \$2,417.40. Concern that some classes don't start on time. Kathy will talk to instructors to begin and end classes timely according to the class description and registration. Marie will start in March, Paul Gallo agreed to do two classes, one beginner and one intermediate class. Deb Watson will consider two workshops and Lynne is booked for a July workshop. Kathy will be leaving the board and art class chair as of March 1. **ACTION** - request that Kathy provide an end of term data report that includes her suggestions/thoughts for future classes and workshops such as evening classes, kids classes etc.

MEMBERSHIP - 132 members as of 12/10/2109. Discussion around how to draw more members. Ideas - longer classes and punctual classroom time, paint togethers, social settings with other creative individuals.

GENERAL CONVERSATION REGARDING PROFESSIONAL VERSUS BEGINNER ARTISTS - How do we continue to grow both beginner artists and keep advanced/experienced artists as members. Consideration of; 1) evening and Saturday classes; 2) hosting a juried show in a new venue. Develop a five year plan to share with the board. **ACTION** - Kathleen to provide outline for five year plan.

Revised 12/17/2019

Kathleen Grim