

2019-05 Agenda

HAAA BOARD OF DIRECTORS - MEETING MINUTES May 14, 2019

President -Kathleen Grim, Acting Vice President - Lori Lute-Beahm, Corresponding/Recording Secretary -Vacant, Treasurer - Mary Lott

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

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

Present - Mary Lott, Jim Davis, Kathy Smeltzer, Diane Hoffer, Nick Elsener, Marie Gamon, David Pringle, Lori Lute-Beahm by phone

OLD BUSINESS:

1. Minutes from April BOD meeting are approved
2. Kathleen delivered \$395 to Darby Galebach, Connie Davis' sister. \$200 for purchase of art display racks and the remainder from the sale of Connie's art supplies. Announcement to membership regarding sale of Connie's estate. Announcement regarding Connie's estate sale made at membership meeting.
3. Social Media Guidelines - Lori's resignation from Social Media Committee, Review guidelines, ready to post? **ACTION:** Kathleen to resend recommended social media guidelines for board review.
4. Vacant BOD positions - Secretary, Program Chair, Public Relations The most critical of these positions is the secretary. **ACTION:** Kathleen to send secretary responsibilities for board review. A better description of the secretarial duties may help locate a member interested in joining the board and assuming this position. Also, the Public Relations position is needed to partner with the Social Media committee. **ACTION:** Nick will work on responsibilities for Public Relations position.
5. Website - Paypal status **ACTION:** Mary Lott is still reviewing PayPal processing.
6. Responsibilities of board and committee leads - table for July BOD meeting (see date below) **ACTION:** The board to develop description of officer and board member duties. Kathleen will send suggested duties collected from PANO. (Pennsylvania Association for Non-Profit Organizations) Nick Elsener to develop description of Venue Chair position.

NEW BUSINESS:

1. Scholarship Winner 2019 - Dana Lovell, Maria Grunland to announce and deliver award at 5/14 meeting. Dana presented her art and career aspirations for the membership, accepted a \$1000.00 check for the 2019 scholarship award.
2. Membership at 74 for 2019, strategy to increase membership renewals, 7 Family, 1 Student, remainder is individual memberships. **ACTION:** Mary will alert Lee Sandel to update membership list and send emails to members who have not yet paid their 2019 dues and follow up with a phone call. Members will be reminded that the non-member class fee increases to \$15. Kathy, Nick and Kathleen must get a copy of the updated membership list.
3. Anniversary Committee - Calendar development started with donation letter, selection of PrintWorks for best price at \$6.82 per calendar, development and posting of registration for art submission. Language for banner developed and submitted to Jim Davis who will print one large reusable banner and a smaller banner specific to the anniversary events. Jim will donate his materials and time to do the banner. Donations of \$150 have already been received to offset printing costs. **ACTION:** David to create a special event page for members to register and submit photos for the calendar.
4. Report on Country Meadows Installation - Suze , Hershey Artfest - Kathleen, Lori
Country Meadows had 13 participating artists, art on display from 5/2 - 5/23/19.
Hershey Artfest, May 11, 2019 had 13 participating artists. Sales commissions = \$153.60.
Suggestion to get some input on continued work with UPMC through HDTHS.
5. Upcoming Shows/Events :
 - Cocoa Beanery Rotation - 2 more artists needed for June 3 rotation.
 - Library Rotation - rotation of current art scheduled for 5/18. Nick added an event registration for the library to the website.
 - Allen Theatre - Mary has artists scheduled through August and will discuss our continued displays with theater owner.
 - Cocoa Beanery 2nd Thursday Shows - Mary has all four summer sessions filled.
 - Under the Colors Show in October - BOD Responsibility Decision to begin “save the date” notices and development of website registration page. **ACTION:** Mary will send out materials from last year’s cancelled event for board review. Nick and Kathleen will develop

web page, other duties to be assigned to board members at July meeting. The dates of October 17-19 are on the schedule with HDTHS.

- Annville Community Day - June 8, 2019 Mary Lott is lead, sign up on website, participation will be canceled if there is inclement weather. Suggestion that our two premier member shows, Spring Library Show and Under the Colors should have advance advertising and strong board support.
 - Blooming Art at Hershey Conservatory Lee Sandel is lead, but will need some assistance. Diane Hoffer offered to assist Lee with show preparations.
6. May 14 general membership meeting - Soup competition - Marcia Leister lead soup competition, six soups were offered. The winner - Marie Gamon's "stuffed pepper soup". The presentation by Michele Gargiulo did not take place; she cancelled due to "car troubles".
 7. Non-member class registration to increase to \$15 effective June 1. **ACTION:** David to update the class registration form to indicate the increase.
 8. Plan summer BOD meeting - The summer BOD meeting will be held on July 9, 2019 at 10AM at Kathleen's home (322 Village Way, Harrisburg).
 9. September 12 meeting confirmed for LVC. Sept BOD scheduled for 9/5/19, location to be determined.
 10. Outreach - Kathleen
 - A. Splat Studio - Meghan - cancelled meeting has not been rescheduled
 - B. Tri-County Regional Planning - **ACTION:** Kathleen to follow up
 - C. Hershey Vineyard venue potential - follow up call, obstacles to show venue. Board agreed to remove this venue idea.
 - D. Federated Women's Club partnership for hosting Spring Partnership breakfast - awaiting confirmation of date from Hershey Partnership
 - E. Hershey Antique Car Museum - Contact publicity person, report to follow.

TREASURERS REPORT - Mary Lott

Current checking account - \$5,834.73; Savings Account - \$10,932.35 Total bank funds - \$16,767.08. Received a second employee Xchange check for \$180. Members have been very lean with their expenses by donating time and materials instead of expensing. Large expenses this year

are the dues to HDTHS and insurance payment. Meeting rent for general meetings from (October 2019 to May 2020). **ACTION:** Mary will send rental payment to HDTHS

Affiliate sites, Dick Blick and Amazon Smile have not generated income. Need to promote use of our affiliates, suggestion to put a Dick Blick logo on home page of website.

- Board approved the purchase of a new Quicken financial program for Mary. NOTE - follow up note from Lori, the \$60 annual fee for new Quicken program is only for first year. Fee will increase. **ACTION:** Mary to investigate actual cost of new version of Quicken.
- Finance committee meeting report - Nick Elsener, Scholarship financial structure. BOD to review financial guidelines for the scholarship award of \$1000. Collection year is calendar year. Outlined specific funds that will be allocated to scholarship and which ones go to general operating and how to handle overage or shortage of funds. The guidelines will become part of our General Policies and Guidelines documents. **ACTION:** BOD will review and comment, if no changes are made, document to be posted on website.

REPORT FROM EDUCATION/ART CLASS CHAIR - Kathy Smeltzer Having classes on website well in advance has paid off by increased student registration. Discussed Paulette Flemmens retirement from teaching and her removal of her easels. She plans to donate 2-3 easels to HAAA. Next class is for “veterans” only, confusion regarding her cancellation and request to remove her online class description. **ACTION:** Kathleen will review rental process, and touch base with Nikki. Suze Moll’s classes were cancelled, registrations for Yancha and Watson are coming in.

Meeting adjourned - 7PM

CONSENT ITEMS FOR BOARD:

A. Membership - See Item #2 under New Business

2019 Calendar for Art Shows:

SHOW NAME	SHOW CHAIR	DATES
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	Vacant	Oct 18-19
Annville Community Art Day	Mary Lott	Nov. 2
Center Stage	Diane Hoffer	Nov 12- Jan 8
SpringHill Suites	Nick Elsener	December*

* Exact dates to be determined.