

2020.02 BOD MINUTES

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

Directors Present: Jim Davis, Nick Elsener, Kathleen Grim, Lori Kelly, Mary Lott, Lee Sandel, Kathleen Werling

Jill Brinser, Member

Standing Committees: Budget and Finance - Nick Elsener; Public Relations - VACANT; Website - VACANT; Education/Art Classes - Lori Kelly; Scholarship - VACANT; Programs - VACANT; Venue Development - Nick Elsener; Social Media- VACANT, Hospitality - Marcia Leister

The meeting held at the Hummelstown Library was called to order at 6:03 pm.

OLD BUSINESS

1. January 2020 minutes were approved with no changes.
2. Volunteers who participate in shows that interact with children will need to have a PA Child Abuse Clearance.
3. Feedback, February 11 Membership Meeting, Claire de Boer presenter: Claire provided a list of the commissioned artists that we might use as resources. Art will be needed for the new Penn State West Shore hospital. Interested artists should send an example of their art and their artist statement to Claire. Also, Claire invited us to participate in workshops and other activities.
4. Dates/location for board meetings March 24, 5:30 PM at Hummelstown Library, April 28, 5:30 PM at Hummelstown Library. Beginning in May, the remainder of BOD meetings are the fourth Tuesday, 5:30 PM at the Hershey Library.
5. Valentine's Show Report (Lee) It was very successful — 2,000 people came through. HAAA had 70 pieces of hanging art, 100+ of visual art.
Total Sales - \$1,204, Commission to HAAA - \$240
Issues: How best to tally and collect payments/commissions and collect of sales tax.
Recommendations for future shows: Tally number of people attending shows using a clicker, provide a comment book, train a team to handle payments to provide a consistent method for handling payments, accept credit card payments. For now, it will be up to the show chairs to determine what method of collection to use for payment, commissions, and sales tax. A discussion/decision on acceptance of credit card payments is tabled.
6. Met with Jerry Crawford of St. Joan of Arc School (Nick, Kathleen G.) There is a smaller-size classroom available to rent. We expressed interest in renting and are waiting to hear back.

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NEW BUSINESS

1. Hershey History Center board reviewed information we provided for the rental contract renewal and offered a new rental rate of \$30/day. BOD approved new rate. A change in class fees will be evaluated.
2. Larry Lombardo will be presenting at the general meeting on Tuesday, March 10 - Juried shows and photographing your work. Mary Gelenser will present in April. She is a collage and mixed media artist who exhibits at the Mill Works.
3. Jill Brinser presented samples of newly designed business cards and 4X9 advertising flyer. BOD approved the flyer with no photos of people in it. Permission to use art work on flyer will be verified. Pricing was reviewed and approved. A PDF of information on the back of the flyer will be sent to the BOD.

Issue arose that the phone number on the card goes to voice mail that generates an email automatically. This needs to be monitored as David Pringle is no longer on the BOD.

4. Strategic Planning Committee; Kathleen Werling, Sue Myers, Roxanne Dombrosky, Kathleen Grim and Nick Elsener. Meetings are scheduled for 2/10, 3/11, and 4/1.

SHOWS/EVENTS

1. Palmyra High School Student Art Show - April 9-11: Flyers were distributed to BOD to be handed out. The volunteer hosts have CAC, as required. Set up is Wednesday, April 8 from 12:30 PM - 3:00 PM. Opening reception and party is Thursday, April 9 from 6 PM - 8 PM. Show hours are Friday, April 10 from 5 PM - 8 PM and Saturday, April 11 from 10 AM - 1 PM. Tear down is Saturday, April 11 from 1 - 2 PM. Hosts need to have a building key.
2. Country Meadows - May 7-28: BOD declined offer of artists' reception as the dates are too close to Artfest.
3. Artfest 2020 - May 9 at Cocoa Beanery: We need 3 judges for student art judging on May 1, to hang art after it is judged, and to be there on the 11th when student art comes down. The parents will take the art down between 3 - 5 PM and we are responsible to sign off to be sure it is taken home. The \$140 fee is waived as we are doing the judging.
4. Event Registration Posted for Art Show/Dance at PA Dance Sport (Replaces member show at library), April 3-5. We still need an event chair and/or volunteer to organize artist reception. Sue Fink and Gloria Michaliga will help.
5. Co-hosting with Hershey Women's Club for Hershey partnership breakfast meeting April 2 at 7:30 AM in the Social Room of the First United Methodist Church, 64 W. Chocolate Ave. Hershey. Kathleen and Nick will attend. Any interested HAAA members are invited to

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SHOW/EVENTS con't.

attend. We need volunteers to organize purchase of prepared breakfast food items; muffins, bagels, etc. Also, we may display some art.

6. Old Annville Day, June 13: Mary Lott and John Roach co-chairs. We will use 2 tents and the big banner.
7. Backstage Cafe Artist of the Month. Chair, Mary Lott: New group starting on March 1, another group starting in May, 1 person so far for June.
8. Requests for artists - Alison Keener sponsors juried show "TO GIVE RISE TO". Art sale raises money to support mothers in need at the Milagro House. Contact email is ToGiveRiseTo@gmail.com Info will go in the Newsletter.
9. Harrisburg Habitat for Humanity Art Auction: 6 HAAA artists participated

SCHOLARSHIP COMMITTEE REPORT - Nick

1. Registrations have been sent to area high schools. Waiting for registrations. Nick will send reminder email to schools early April.

TREASURER'S REPORT - Mary

1. After discussion, BOD approved moving the collection of membership dues to a calendar year.
2. Financial Reports were distributed and reviewed. Checking account balance as of 2/25 is \$10,830.50. and Savings account funds are \$11,087.35 for a total of \$21,917.85.
3. IRS approved our e-postcard for 2019 taxes

CLASS REPORT - Lori (tabled)

MEMBERHIP - JIM (tabled)

1. Request to discuss making our shows produce more income, especially for experienced artist?

The meeting was adjourned at 7:30 PM.

Respectfully submitted,

Kathleen E. Werling
Corresponding/Recording Secretary