

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

Directors Present: Jim Davis, Kathleen Grim, Mary Lott, Sue Myers, Lee Sandel, Kathleen Werling

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 was held online via a Zoom meeting platform and called to order on Tuesday, September 22nd at 5:33 PM.

OLD BUSINESS:

1. July 2020 minutes were accepted with no changes.
2. Strategic Planning Committee - Grant applications are still on hold. There was no response as to when grants will open up again in 2021.
3. Dues. 2020 and 2021 dues will remain at \$25 for individuals and \$40 for a family. This will be noted in the next newsletter. 2020 dues will not be prorated.
4. Pay Pal QR codes and PayPal Here for on-site card purchases? QR Code may be used for the HAAA Virtual Gallery and the three rotation sites. An artist will need their own code as the artist determines the final price. The set up is free, but there is a fee for transactions. Mary will write the steps for obtaining and using a QR code. She will also create a link to access the information for those who want that option. Mary will wait until December to implement PayPal Here by purchasing a phone and data to accept credit card payments for Art Show Sales.
5. Partnering with Hershey Library, online classes continue (only Marie Gamon's classes at this time) and most Fall classes are cancelled.

NEW BUSINESS:

1. **There will be a virtual BOD meeting on Tuesday, October 27th using a Zoom platform.**
2. Update of Virtual Member Gallery - a the site is completed as draft on the SquareSpace platform. A copy of the draft will be emailed to BOD members for review and feedback. A Gallery Committee meeting is scheduled for 9/24. Victoria Abramczuk is setting up the gallery.

The Virtual Member Gallery will have five art categories: 3-D, digital photography, oil and acrylics, water color, and mixed media. There will be links to registration and photo guidelines. Mary will monitor the the registration. If the quality of the photo of the art is questionable it will be referred to Jim.

The HAAA Members' Virtual Art Gallery will show up on the HAAA website under "Events" when completed.

3. General Membership Meeting. A virtual meeting is planned for October 13th using a Zoom platform. Here will be no in-person member meetings in 2020 due to Covid. Some of our HAAA artists will discuss what art they are doing during the pandemic.

4. Hershey Conservatory Pumpkin Painting Event (Pumpkin Glow). Lee is the contact person for this event which is the last two weekends in October, ending November 1. Pumpkins may be picked up in advance and will be delivered to the Conservatory. The Hershey Conservatory is looking for different, creative motifs on the pumpkins, and would also like to have a live demo person on Friday, October 23rd. Lee will contact Marie Gronlund about the demo. Pickup and delivery of the pumpkins can be arranged.

TREASURER'S REPORT - Mary

Financial reports that Mary previously emailed to the BOD members were reviewed. Checking account balance as of September 20, 2020 is \$9,071 and savings account funds are \$11,089 for a total of \$20,160.

YTD net profit is \$2,500.

There will be no rebate on our insurance. Mary will followup with Nick and David about who to reimburse for the website fee paid last February.

CLASS REPORT - Report provided by Lorie

1. Maria Gamon's virtual Watercolor Magic class is well attended at 12 students and has one more session next week.
2. Paul Gallo's in-person drawing class is cancelled due to only having 4 people sign up
3. Marie Gamon's in-person Water Media class starting in October has 5 people signed up
4. John McNulty's in-person oil painting class starting in November has 5 people signed up
5. No other classes are scheduled as of now. We will continue with Marie's virtual classes.

Discussed how we might go about finding more artists willing to teach virtual classes. Questioned if posting photos of plein air activities might motivate participation.

MEMBERSHIP UPDATE - Jim

Jim emailed the updated membership information to BOD members. An email survey was sent out to lapsed members to find out why and what we can do to encourage their return. There was a very limited response to the survey. We are now at 104 members, compared to about 150 in January 2020.

SHOWS/EVENTS - report provided by Nick

Under Colors, Oct.17 & 18 or Oct 24 & 25 - CANCELLED

Center Stage, Nov 18, 2020 thru Mar 30, 2021 - Request for artists for the opening of the Hamden Medical Center sent to members

Dance Studio, We will suggest holding a show in the Spring

Rotating Exhibits, Currently ongoing at our three locations: Cocoa Beanery, Backstage Cafe, and Hershey Library.

Mary is now coordinating the art being shown at the Hershey Library. Signage is needed to highlight the location of the Hallway Gallery since the remodel. Laura O'Grady from the library is getting pricing information as the the library needs uniform signage. When we have the specifics, Jim has offered to see if he can meet the requirements and print the signs. We will also look into the possibility of signage for the other two rotating exhibit sites.

There is also a glass case at the Hershey library for 3-D art. Mary will followup on the criteria for what can be placed in the case.

The Meeting was adjourned at 6:28 PM.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Kathleen E. Werling".

Kathleen E. Werling
Corresponding/Recording Secretary
2020.09.28