

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

Standings 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, October 27th at 6:11 PM.

OLD BUSINESS:

1. September 2020 minutes were accepted with no changes.
2. PayPal QR codes and PayPal Here for on-site card purchases —Requirements and Consequences.

A QR code for the HAAA PayPal account was obtained. Mary reviewed the “Scan. Pa. Go.” procedure she emailed to the BOD. The customer also needs a PayPal account. As noted in September BOD meeting, purchase of a phone and data to implement PayPal Here to accept credit card payments for ART Show sales will be in December.

The following motion for a trial was made by Jim Davis and seconded by Kathleen W.:

- 2.1. There will be a trial period using the HAAA PayPal account
 - 2.2. We will start just using the HAAA QR code. Purchaser must have a PayPal account. The artist is responsible for the sales tax. The QR code will go on the painting.
 - 2.3. Then we will do one venue to continue testing. We will need someone to verify cost information and need a disclaimer.
 - 2.4. Mary will report back on the results of the trial.
 - 2.5. If the above steps in the trial are successful, then consider having artists using their own QR codes where feasible. There will need to be a disclaimer that the artist doesn't hold HAAA or the venue responsible for lost art or incorrectly entered cost information.
3. Hershey Conservatory Pumpkin Glow Report — Lee

Nine HAAA artists represented sixteen pumpkins. The Conservatory was pleased with HAAA participation. Lee will send the artists' names to Kathleen G. so they may be thanked.

NEW BUSINESS:

1. **There will be in-person BOD meetings at the Hershey Library on Tuesday, November 24th from 6-8 PM and on Tuesday, December 22nd, from 6-8 PM. Those members not attending in person will be able to attend via a Zoom link Mary Lott has provided.**

2. Update on Virtual Member Gallery website preparations - Nick

Kathleen G. shared information from Victoria Abramczuk that not many people have signed up. Nick said twenty people have signed up and seven images have been received. Victoria is okay with extending the deadline for submission. The submission deadline will be moved to November 6th and two pieces of art, instead of one, may now be submitted. The opening of the Virtual Gallery will be November 9th. Nick will touch base with Victoria regarding the BOD decision.

Kathleen G. will send out a member blast about the changes. Potentially, the Virtual Members Gallery could be a rotating gallery.

3. Strategic Planning Committee - Kathleen G.

Kathleen G. spoke with a representative from Frank Ryan's office (PA House of Representatives from Lebanon area) to discuss grant applications. Kathleen G. is waiting for a response. The Strategic Planning Committee will meet in the near future to revisit plans. PA CARES ACT may have grant money for the arts.

4. We discussed a possible general members meeting via Zoom for December. We will be looking at a Zoom format for January, February, and March 2021 general meetings due to Covid. Masterpiece night will be virtual, and should also include an overview of what we do with our money.

5. There was discussion about upgrading our website at a cost of \$14 per month to give us more administrative capability. Nick will follow up. HAAA also would benefit from having a person to manage social media — Facebook, Instagram, etc.

6. It was decided that we need a nominating committee this year as some BOD terms are up and to fill vacant positions. Mary will contact Sue Myers to offer her the chair the nominating committee.

7. Nick will set up a financial planning meeting to do the 2021 budget.

TREASURER'S REPORT: Mary

Financial reports that Mary previously emailed to the BOD members were reviewed. Checking account balance as of October 27, 2020 is \$9,426 and savings account funds are \$11,090 for a total of \$20,516.

YTD net profit is \$3,122.

It will be about \$200 for the phone and phone plan to use the QR code and Pay Pal.

Discussion and consensus regarding the go ahead with purchase of a retractable banner for HAAA. Mary thought this would be about \$80 when on sale from Vistagraphics.

Mary suggested that in the future we might want to look at HAAA having Zoom or Google Group.

John McNulty's oil painting class will take place in November. Eleven people have signed up. There is a class limit of 12.

Marie Gamon will continue to offer virtual watercolor classes. The next one is Watercolor Magic, part II

We are still looking for additional artists to teach virtual classes.

MEMBERSHIP: Jim

There will be a reminder in the November and December news letters to renew membership in January as well as on the website homepage.

SHOWS/EVENTS: Nick, Mary, Lee

Art that has been on display at the Hershey Med Center Center Stage may now be picked up.

Rotating Exhibits

Valentine's Day Show at the Hershey Conservatory is still tentatively scheduled. Lee is interested coordinating that for HAAA. Due to Covid, art will need to be hanging and/or nontouch. Lee will check on the date.

There was a discussion about whether we should have signs that state "No Photography Allowed".

The possibility of a members spring show at the Hershey Library with an outdoor reception was brought up.

The meeting was adjourned at 7:31 PM.

Respectfully submitted,

Kathleen E. Werling
Corresponding/Recording Secretary

2020.11.02