

2020_11_24 HAAA BOD MINUTES

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

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

Standings Committees - Budget and Finance - Nick Elsener; Public Relations - VACANT; Website - VACANT; Education/Art Classes - Lori Kelly; Scholarship - Nick and Lori; Programs - VACANT; Venue Development - Nick Elsener; Social Media - John Roach and Mona Frey, Hospitality - VACANT

The meeting was held online via a Zoom meeting platform and called to order on Tuesday, November 24, 2020 at 6 PM.

OLD BUSINESS:

1. October 2020 minutes were accepted with no changes.
2. Discussion on use of PayPal QR codes for sales at rotation venues. Mary Lott ran a successful test of the system using the HAAA PayPal account. However, the issue remains that a buyer would need to have a PayPal account in order to use the QR code. After conversation, the board decided to use the QR codes for sales at events such as the Conservatory and other in-person shows and hold off on sales at the rotation venues. As noted in September BOD meeting, purchase of a phone and data line to implement credit card payments will proceed.

NEW BUSINESS:

1. The Board accepts the resignations of Diane Hoffer and Kathleen Werling effective immediately.
2. Report on Virtual Member Gallery. Gallery looks great! But much was learned about the technical aspects of the gallery. Mary will schedule a follow up Gallery Committee meeting to discuss “lessons learned” and plans for the January new gallery.
3. New member Mona Frey, agreed to assist with our FaceBook page along with John Roach. She will also manage the HAAA Instagram page. Kathleen to follow up with Mona about posting the HAAA monthly newsletter.
4. Future BOD meetings and member meetings. Until further notice, board meetings will be held through Zoom. Member meetings will also be held virtually starting in January.

5. January member meeting is Masterpiece, Night Election of Board Members and 2020 HAAA Financial Report. Mary agreed that if members send her photos of their masterpieces she will set up a Power Point to share virtually during the meeting. Also, names of presenters were suggested for 2021 meetings. Several will be contacted regarding doing a Zoom presentation
6. The BOD approved paying \$150 to purchase a professional Zoom account. Mary will initiate account, registered owners/hosts will be Mary, Nick and Kathleen.
7. 2021 Scholarship will take place. Nick will present scholarship information at January BOD meeting. Lori and Kathleen will assist. Consideration of putting scholarship application on website.
8. Calculation of rent for classes. HAAA takes 25% of class income; the rent has been paid out of that percentage. Often the left over is a marginal amount of profit for HAAA. Do we have art classes to make money or promote new artists? Revisit this topic in 2021 when in-person classes begin again.
9. Bylaws non-compliance. Do we need to do a formal amendment to explain that no meetings were held in 2020, and the possibility of the BOD structure changing? BOD agreed that a notice in the minutes would be the more appropriate procedure.

The Hershey Area Art Association has not been in compliance with the organization Bylaws during the 2020/2021 Covid 19 Pandemic. The inability to hold the “no less than five times per year” member meetings as established in the bylaws was impossible during the pandemic. Although some activities could continue through electronic means, membership numbers fell in 2020. Consequently, the board members who plan to resign or elect not to continue for a second term, may not be replaced due to the drop in membership. This places the Board of Directors in non-compliance of the “minimum of at least nine directors” established in the bylaws.

The Board will re-establish in-person member meetings when circumstances allow. Efforts will continue to increase membership and find willing members to join the Board.

TREASURER’S REPORT: Mary

1. Financial reports that Mary previously emailed to the BOD members were reviewed. Checking account balance as of November 22, 2020 is \$8,502 and savings account funds are \$11,091 for a total of \$19,593.
2. YTD net profit is \$2,048. Consensus to purchase Zoom account. (See #5 under New Business)
3. Note - Signage for HAAA in Hershey Library is still in negotiations. Requesting two signs, one at the hallway gallery and one at the back entrance near the 3D display case.

4. Financial committee meeting to be held in December, Nick will schedule.

CLASS REPORT: Lori

1. John McNulty's class has been canceled. Students will get a 50% price return. Decision made due to reduced space at the HHC, the public use of the space during the train display and the noise as the trains are running.
2. Lori will not be scheduling any in-person classes until further notice.
3. The non-HAAA plein air class that was organized by Chris Schwertz is done for the year. Chris will be moving to Florida and asked that someone organize the group next year because there have been so many participants. Request to be added to newsletters. Can such a program be incorporated as a HAAA venture? Lee will research the possibility of HAAA getting a "group" membership at the Hershey Conservatory to allow plein air painting. Agreed that promotion of the group would be beneficial for HAAA. Primary concern - need an individual to step up as organizer. Promote as The Hershey Area Art Association Plein Air Group. Mary Lott and Lori Kelly will review.

MEMBERSHIP: Jim

1. Still concern about the low number of renewal memberships. Renewals have traditionally been collected in Jan/Feb. Newsletter and website will include dues reminder.

SHOWS/EVENTS: Nick, Mary, Lee

1. Unknown what shows will be scheduled going forward. Uncertain if the Valentine's Day Show at the Conservatory will take place. Lee is doubtful that a February show will happen, maybe Easter show.
2. Cocoa Beanery will have art by a Hershey Medical Center patient/artist from 11/30/20 - 1/11/21.

The meeting was adjourned at 7:35 PM.

Respectfully submitted,

Kathleen Grim - Temporary Recording Secretary

2020.11.27