

2021.01.26 HAAA BOD MINUTES

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

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

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, January 26, 2021 at 6:30 PM.

OLD BUSINESS:

1. December 2020 minutes were accepted with no changes. Board members approved the current officers on the board and the election of Karen and Roxanne.
2. Masterpiece art from the Jan 12 member meeting has been posted on the website. Thank you to Victoria Abramczuk for adding a banner and posting the member art.
3. Registration for the virtual member gallery #2 is on the website. Submission date for next exhibit is 2/8 and the gallery will open on 2/15.
4. Update on 2021 HAAA Scholarship. Nick reported that the process will be done primarily online and in keeping with prior year scheduling. Schools will be notified by email. Students will send their application material digitally. Nick also plans to do the judging online as well. Scholarship details to be announced in several publicity outlets. Goal remains announcing the winner at the May members meeting via Zoom or in-person. Board agreed to remove the financial need question on the application. Request that more text be added to make sure applicants are entering an art related field. Recommended that we reach out to area PTO organizations to make parents aware of the scholarship.
5. Presenters for 2021 Virtual Meetings. Kim Smith will present at the Feb.9 meeting, Paul Gallo will present at the March 9 meeting. Possibility that Katriel Sbrrenik will do the April 13 meeting.
6. Consider an outdoor in-person meeting in the summer for 2021.

NEW BUSINESS:

1. Campbelltown Academy of Music and Art (CAMA). The former fire company building is newly owned by Jen and Sandy Harris. The plan to include programs beyond music education into other area of the arts. They are interested in partnering with HAAA to do exhibits, classes and meetings. Board agreed to pursue working with the Harris's. NOTE - HAAA will accept the invitation to hold an exhibit for the CAMA one house on March 27, 2021. Karen volunteered to assist.
2. Discussion and explanation regarding our membership with PANO, the Pennsylvania Association of Non-Profit Organizations. They provide legal, administrative and marketing assistance through their help desk and Webinar classes. Kathleen will determine how to get access to their programs for any interested board member.
3. Hershey Artfest is scheduled for May 9, 2021. Registration is now open. Some concern about the early date. Historically, the registration rate is waived for HAAA. BOD agrees to proceed with the registration. No information regarding any Covid restrictions.
4. Nick commented about re-scheduling some of the events that are cancelled in 2020. Some of the events could be rescheduled beginning in mid summer. Lee will continue to plan for a show at the Hershey Conservatory, might include a plein air event. Nick will talk to staff at the Hershey Story. Under the Colors and The PA Dance Sport Center might also be re-scheduled in the Fall. Mary working on coordinator for informal plein air group.

TREASURER'S REPORT: Mary

1. Members received a copy of the EOT Financial Report. HAAA got through 2020 with a balance of \$968. The accountant Joanne Hauer will process the IRS 1099 forms for the instructors. Checking account balance is \$2,508 and savings account funds are \$16,091 for a total of \$18,599
2. Mary introduced a discussion about the income we earn from classes. Currently, the rent amount is paid out of the 25% that is deducted from the total class fees. The instructor received the remaining 75%. With the increase of rent at HHC and the potential use of CAMA class space, the HAAA portion of the class fees may no longer cover the rental amount. Suggestions to deduct the entire rental amount from the class fees, then take a percentage for HAAA, remainder to instructor. Mary will prepare a presentation for the next board meeting.

CLASS REPORT: Lori

1. Ali Tran, of the Hershey Library explained that they must use the township Zoom account for virtual classes. Although HAAA has a Zoom account, the Board agrees that

we will continue to use the library's account for virtual classes. MJ McFalls agreed to instruct a virtual calligraphy class in April. Paul Gallo will do a plein air and a drawing class, Marie Gamon will do a May watercolor class, Ann Lawson agreed to do a fluid paint one-day workshop, John McNulty has not confirmed. Lori is working on a summer art program for kids and researching a wine and cheese paint night at CAMA.

MEMBERSHIP: Jim

1. As of 1/26/21, we have had 49 renewals, currently we have 124 members. Kathleen will send an email to members who have not renewed. Renewals are lagging behind 2020 rates.

SHOWS/EVENTS:

1. Mary reported that the Backstage Allen Theatre rotating exhibit is on hold.

The meeting was adjourned at 8:00 PM.

Respectfully submitted,

Kathleen Grim - Temporary Recording Secretary

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