

2021.05.25 HAAA BOD MINUTES

President - Kathleen Grim, Vice President - Nick Elsener, Corresponding/Recording Secretary – Roxanne Dombrosky, Treasurer - Mary Lott

Directors Present: Jim Davis, Nick Elsener, Lori Kelly, Mary Lott, Lee Sandel, 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, Roxanne Dombrosky and Mona Frey, Hospitality – VACANT

The meeting was held online via Zoom; called to order on Tuesday, May 25, 2021 at 6:32 PM.

OLD BUSINESS:

1. April 2021 minutes were accepted as written.
2. Easels were purchased and are available for use; 6 at the Historical Society and 6 at CAMA. Lori to submit invoice. A projector stand was donated for use during presentations. Jim donated art racks for use by HAAA.
3. Photos from rotation exhibits will be posted on the HAAA website under the Galleries page, as well as the Facebook and Instagram pages. Plein Air class photos will also be posted
4. The May membership meeting was held online with a presentation by Vickie Caloiero. Twenty members were in attendance. There will be no June meeting. The in-person July membership meeting is confirmed for 7/13 on the patio of The Hershey History Center.
5. Artfest at the Cocoa Beanery was considered a success in defiance of the weather. Credit card processing went well. Even though the event was not as well attended as past years, \$107 went to HAAA as a result of member sales.
6. It was determined that standardized pricing will not be needed for all note cards. Mary provided a concise listing that cashiers can use to determine tax and total cost based on the artist's price.
7. Request will be made to Marie Gamon to provide information on the new, informal pleinair group to be posted on the HAAA Facebook page.

NEW BUSINESS:

1. The next CAMA rotation is June 5th and will run for 3 months. Owners Sandy and Jim have invited HAAA to participate in a Fall event similar to our Spring event there, including music. September will be suggested, which may be our Fall member's show.
2. Hershey Market will be held 6/19 as a community outreach/membership drive. The event is expected to run from 9:30am-1pm. Karen has procured a tent, a table and will provide chairs. She will represent

us at the event, along with Kathleen. It was suggested that members be present to paint during this time.

3. The first in-person membership meeting will be held 7/13 on the patio of the Historical Center. The scholarship winner will present. Icebreaker games, a rummage sale, a member show and refreshments are also planned. Marcia Leister will coordinate refreshments and Kathleen will coordinate other activities. CDC guidelines will be followed.

4. Board of Director meetings are not usually held during the summer months, but it was decided that we will meet online 7/27 this year. Our first in-person meeting will be held 9/28 at the Hershey Library and every 4th Tuesday thereafter.

5. Website will be changed to reflect new CDC guidelines.

6. Library plaque on scholarship winners needs to be updated. Nick will look into this.

TREASURER'S REPORT: Mary

1. The previous treasurer's report was approved.

2. Current HAAA net revenue YTD is \$2200. As a result of Artfest, CAMA and donations, we have \$300 in our scholarship fund. More donations are needed. Kathleen will promote scholarship donations in all membership communications. Additional scholarship promotion will be included in the Hershey Market Membership Drive on June 19, 2021. Insurance for HAAA is due in Fall (\$1300).

3. Mary noted that 50% of membership fees came through PayPal. Ways of making it easier to renew were discussed. Nick to look at ways to renew membership information and PayPal button for 2022.

4. It was also approved that Mary will attend a PANO webinar regarding Strategies on June 10th .

CLASS REPORT: Lori

1. Paul Gallo's Pleinair class and Ann Benton's fluid art class were both successful. Requests have come in for oil classes and a wine/art class.

MEMBERSHIP - Jim

1. HAAA now has 90 members.

SHOWS/EVENTS:

1. Nick will inquire about future show involvement at The Hershey Story.

2. Library rotation begins 6/12 (promoting pleinair works). On 5/31 Loretta Moore will show at Backstage Café. Old Annville Days is 8/14. Still awaiting Hummelstown Art Festival response whether we can have tent space there. Will keep the Virtual Art Gallery online the same – will look to change in late Fall.

3. Lee is looking into having a Plein Air group at the Hershey Conservatory. The Conservatory would like to post this event on their website. It is hoped that HAAA can obtain a membership card to be used for those members who wish to attend. The Conservatory has also offered the use of their cottage for an artist to sell their work, but the artist must be present.

The meeting was adjourned at 7:42 PM

Respectfully submitted,

Roxanne Dombrosky

Recording Secretary

2021.05.25