

2021.10.26 HAAA BOD MINUTES

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

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

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 - Nic Caputo and John Roach, Hospitality – Marcia Leister

The meeting was held at the Hershey Library; called to order at 6:30PM

OLD BUSINESS:

1. No corrections or additions to Minutes from September 2021 meeting
2. September meeting attendance - 30, George Reitbauer presenter
3. Six artists participated in the Hershey Conservatory Pumpkin Display.
Suggestion to paint a pumpkin with HAAA logo next year.
4. Resolution regarding bylaw change - November meeting
5. Website domaine names - decided to maintain both names through
Squarespace. hersheyareaartassociation.com and hersheyart.org

NEW BUSINESS:

1. BOD decided to accept LVC invitation to hold Nov. 9 general meeting at the
Susan Arnold art gallery. Invitation from Barbara McNulty
2. Discussion regarding details for annual Holiday Party. Parking, lighting from
parking area, drop off in front of building and extra tables. Entertainment is still
being investigated.
3. Jim Davis raised the possibility of paid ads on our website. Art related vendors
pay an annual fee and we include their ads on our website. Jim will provide more

details at next BOD meeting. Nick will investigate Squarespace for details on posting vendor ads on our website.

4. Rotation exhibits - Lori provided info from Jen Harris of CAMA regarding outdoor advertising. No in-ground signs are permitted and the uncertainty of their business hours does not justify the expense of additional signage for the rotation exhibit. The art exhibit gets very little attention and may not warrant continuing. Decision to stop rotation exhibit tabled to new year because of the holiday party. Hershey Library rotation took place on 10/16, (note - there have been some sales from the library exhibit) Backstage exhibits restart in Dec. with Gwen Leuschner and Diane Hoffer, Cocoa Beanery is completing renovations.

5. Discussion on dues collection. Updated the web info to include “*Dues are collected per calendar year, Jan to Dec.*” BOD agreed that any dues collected after Dec. 1 will be credited to following year.

6. Nomination committee report - Mary listed several members who will be approached to join the board. She also asked that we bring on some new members as co-chairs for future shows and events.

TREASURER’S REPORT: Mary

1. Mary presented the treasurers report, board approved. Current net revenue YTD \$3,491. Checking account balance -\$5,514; Savings account - \$16,081. Total funds - \$21,595. Mary created standardized reports for each show for audit preparation.
2. Mary requested a special “Thank You” gift for our long time instructors. Jim volunteered to make mugs with our logo to be distributed at the Holiday Party.
3. Nick will organize a financial committee meeting in Nov. Wendy Craig to represent membership

CLASS REPORT: Lori

1. Marie Gamon has two more classes. Paul Gallo class taking place at CAMA has 13 students. Lori purchased plastic tablecloths; but more drop clothes might be needed if we continue to hold classes at CAMA and HHC. Katriel Srebnik remains interested in doing a workshop in Spring 2022. Lori working on details; concern about the cost.

MEMBERSHIP - Jim

1. HAAA now has 112 members.

SHOWS/EVENTS:

2. Lee is waiting on confirmation for a Feb. 2022 Valentine Show.

Meeting adjourned at 6:55PM

Submitted by "Acting" secretary - Kathleen Grim