

2023.01.24 HAAA BOD MEETING

The meeting was held at the Hershey Public Library and called to order at 6:30 p.m.

Directors Present: Kathleen Grim, Nick Elsener, Jim Davis, Mary Lott, Lee Sandel, Lori Kelly, Beverly Barley, Loretta Moore, Gwen Lueschner, Stephanie Lewis and Mike Erdman.

Standing Committees: Budget and Finance - Nick Elsener; Membership – Jim Davis; Public Relations- VACANT; Website – Nick Elsener; Education/Art Classes -Lori Kelly; Scholarship – Gwen Leuschner; Programs – Vacant; Venue Development – Nick Elsener; Social Media - John Roach, Nick Caputo; Hospitality - Marcia Leister.

Old Business:

1. November 22 Board minutes were approved.
2. Nick reported that he expects to post the new member art gallery page on the website in March.
3. Nick reported that social media is going well. Nick Caputo continues to provide assistance to post on Facebook and Instagram.
4. Beverly has made coverings for 11 racks with new fabric at a cost of \$150. She also suggested using current fabric to make more covers.

Officer/Committee Reports:

1. Treasurer's Report: Mary issued two sets of reports which she shared with the BOD.
 - a. Final net income for FY2022 was \$4283.
 - b. Total funds (checking and savings) in the bank as of this date: \$25,417.
 - c. Mary reported that our accountant is preparing 1099's for tax year 2022.
2. Membership Report: Jim Davis reported that 2023 HAAA membership registrations stands at 56 as of this meeting date. We will need payment reminders to unpaid members.
3. Art Show/Wall Exhibits: Loretta is chairing the Hershey Conservancy Show and reported that 24 people have registered to hang art. Space is limited for those who wish to hang large pieces of art on existing racks.

The CAMA rotation ended Jan. 14. No date has been scheduled for the next rotation.

The Allen Theatre/Back Stage current rotation is ending, and the next rotation is Feb. 3 through the month of March.

The next rotation at Cocoa Beanery is March 6.

The Hershey Library rotation changes on Feb. 11.

4. Education/Art Class Report: Lori reported that Paul Gallo's oil class is doing well. She posted two upcoming watercolor classes, one with Deb Watson and the other with Marie Gamon. In addition, several other members have indicated interest in leading classes.

New Business:

1. Kathleen reported that the Hershey Rotary has asked HAAA to donate art for an April 2023 Silent Auction to raise money for the Rotary. Information will be in the Newsletter.
2. The opportunity continues to place paintings into Penn State Health's Center Stage rotation, for exhibit in patient areas throughout the hospitals. Stephanie Lewis volunteered to chair the exhibition.
3. Susan Cort, Executive Director of the Hershey Symphony, has invited HAAA to exhibit art during a concert scheduled for April 28. Space is limited, and setup and teardown times are restrictive. Further discussion of the invitation was tabled until the next Board meeting at latest, pending additional information from Susan Cort.
4. The Hershey ArtFest is scheduled for Saturday, May 13, at the Cocoa Beanery/Englewood property. Lori volunteered to co-chair with Beverly, and Kathleen will register HAAA for participation in the event.
5. Mary drafted a one-page welcome letter for new members. Board members agreed that it was a good idea. Kathleen requested that the Board members each review the draft and provide editing suggestions.
6. Mary also developed a draft business card with a QR code for the purpose of linking one to the HAAA website for further information. Jim will send a QR code to Mary. A QR code could be added to new brochures and business cards.
7. Lynn Hocker is an art dealer who specializes in "embellished prints" which he sells, with proceeds going to non-profit charitable organizations. HAAA's guidelines (Feb. 2017) at present restrict members to original work and artist's own compositions, but the Board agreed that the guidelines are in need of revision to accommodate current trends in art and sale of art. A sub-committee was formed to revise our existing guidelines. Lee, Jim, Stephanie, and Kathleen volunteered to be on this sub-committee. In the meantime, there was unanimous agreement by the Board to hear Lynn's proposal. Kathleen will speak with him and arrange a date for this.
8. The Hershey Partnership's requested a HAAA blurb for the new 2023 Hershey Guidelines by Feb 24. Kathleen will write up some brief text and request it be placed in the "Entertainment/Attractions" section of the Guidelines.
9. No speakers have been obtained for March, April, or May meetings.
10. Nick reported that the scholarship form has been updated, and is on the website. Approximately 30 schools will receive the mailing; an email campaign will go out in the next two months. Gwen is helping Nick with this task.
11. The February Board meeting will be chaired by Mary. Venue has not yet been determined.

The meeting adjourned at 8:00 pm.

Respectfully submitted by Mike Erdman, Corresponding/Recording Secretary