

2023.03.01 HAAA BOD MEETING MINUTES

The meeting was held at the Hershey Public Library and called to order at 6:34 p.m. This meeting counts as the February BOD meeting, because of the short month.

Directors Present: Kathleen Grim, Nick Elsener, Jim Davis, Mary Lott, Lori Kelly, Beverly Barley, Loretta Moore, Gwen Leuschner, and Mike Erdman.

Standing Committees:

Budget and Finance	Nick Elsener	Public Relations	VACANT
Education/Art Classes	Lori Kelly	Scholarship	Nick Elsener; Gwen Leuschner
Hospitality	Marcia Leister	Social Media	VACANT
Membership	Jim Davis	Website	Nick Elsener
Programs – Tues Evenings	VACANT	Venue Development	VACANT

Old Business:

1. January 28, 2023 Board minutes were approved.
2. Kathleen's revision of the new member Welcome Letter was approved. The Welcome Letter will be posted on the HAAA website, and it will also be sent to new HAAA members via email.
3. When current HAAA Business cards are used, new cards will be printed with the QR code.
4. Loretta reported that the February 2023 Hershey Gardens Art Show generated total sales of \$3595. A thank you card was sent to the Hershey Gardens Conservancy staff. Setting up panels in advance avoided confusion; we will continue that practice. Thanks to Beverly Barley for new rack covers. Request made to have a "sign in" book at the sales table. Sue Myers volunteered to send emails to guests announcing upcoming shows.
5. Nick reported that the committee (Lee, Stephanie and Nick) to revise HAAA's Art Show Guidelines has not met. Table for next Board meeting.
6. Nick will design a draft HAAA member gallery section on our website similar to the Lititz Art Association's web page. It will provide information and photos, but will not include pricing. Nick asked that the creation of the member gallery be postponed to Fall 2023.
7. Kathleen reported that Sue Myers, Jim Davis, and Marie Gamon will donate art to the Hershey Rotary. Gwen Leuschner and Loretta Moore will donate art to the VISTA organization. Kathleen will distribute the art.
8. The BOD decided at this time to table further discussion regarding Lynn Hocker and his proffered presentation on promotion of art during art shows.

Officer/Committee Reports:

1. Treasurer's Report: Mary reported a YTD revenue of \$3813 and total bank funds of \$28,144.
2. Education/Art Class Report: Lori reported that Marie Gamon's watercolor class starts on March 2, with 10 people registered. Deb Watson's watercolor class had four students. Paul Gallo's class begins on March 14, with 12 people registered to date. Lori noted that advertising in the Derry Township community website has increased class attendance. There is some interest in evening and Saturday classes for employed persons. Finding instructors is the challenge.

3. Membership Report: HAAA paid membership is 76 as of this meeting date. At end of 2022, the membership count was 124. Reminders to members who have not paid 2023 dues will be mailed in the next few weeks. Non-paying members will be removed from the membership list starting in April.
4. Scholarship Report: Nick sent out a mailing to schools about the scholarship program, and is preparing to circulate a reminder email, as well as other notifications via social media and possibly Derry Township e-Newsletter to alert schools. Student applications must be received by March 31.
5. Website/Social media: Nick Caputo is no longer able to assist Nick Elsener with HAAA's Facebook page. Mary noted that specific funding has been built into the budget to provide for additional help with social media and website development and management, if needed.
6. Programs: March 14, 2023: Eileen Rosenberg will speak on art history of the Modernization period (ca 1890-1920). Speakers are being sought for April and May meetings.

Standing Art Shows in the Community:

- Backstage Café: Mary – Next Rotation April 1st
- CAMA: Nothing scheduled at this time
- Cocoa Beanery: Kathleen - Next Rotation starts March 6
- Hershey Library: Mary – Next Rotation Apr 8th

Upcoming Art Shows Updates for 2023:

- June 2023: Center Stage - Stephanie Lewis and Aly Tran, communicating with Tracy Greer (PSH Center Stage)
- April 28, 2023: Hershey Symphony Art Exhibit - Kathleen Grim & Loretta Moore
- May 13th, 2023: Hershey ArtFest - Bev Barley & Lori Kelly
- June 10, 2023: Old Annville Day - John Roach & Mary Lott
- Sept XX, 2023: Hershey Gardens requested an artist to paint during a Hershey Symphony performance – Lee
- Oct/Nov 2023: Mary proposed doing a Members Art Show possibly at Hershey Library or similar venue

New Business:

1. The Hershey Partnership Soup Cookoff is scheduled for Sept. 30, 2023. If we agree to participate, we need 2-3 members to coordinate.
2. Mary requested that the Board start a transition plan to relieve Kathleen Grim of her duties as HAAA President.
3. A HAAA member had a fall at the Hershey Gardens Art Show and required follow-up medical attention. Because of this, Mary suggested that HAAA obtain an incident form from our insurance carrier, in case of any future incidents.
4. Plein Air sessions will start again in April with Marie Gamon and Wendy Craig leading.
5. Mary will investigate the cost of renting a small storage unit for show equipment. She will report back to the board.
6. Next HAAA BOD Meeting is March 28, 2023 at 6:30 pm at Hershey Library. Bev Barley will lead.

The meeting adjourned at 8:00 pm.

Respectfully submitted by Mike Erdman, Corresponding/Recording Secretary