York Art Association
Board Minutes for June 19, 2024
6:00 p.m. at YAA

In attendance:

1. Taryn Myers, Maryse Newton, Anne Bancroft, Joey Donnelly, Laurie Chapman
    1. Guests: Diane Johnson (bookkeeper), Jeffrey Myers (IT consultant)
2. Absent: Torbert MacDonald is temporarily taking a break from Board service due to illness. (Laurie will write a note.) Betsy Cromley, Melinda Campbell

2. Approve May minutes – Maryse motioned to approve with corrections. Seconded and approved.
    1. Anne will check with Betsy about approved minutes still needing to be uploaded to the web-site. Taryn does not have "approved" versions.
3. Treasurer's Report
    1. Our balance is healthy due to funds received for York Youth Art Camp and AIP booth reservations. Current Trust balance is $346,788.34. We are continuing quarterly distributions of $2500, and applying accounting bills/taxes due to the trust, totaling $1789. ($1450 CPA; $250 ME taxes; $89 Federal. Anne will be assessing Trust income from the last five years – recommends averaging in terms of estimating future draws.
4. Special Guest: Jeffrey Myers (Tech Support Needs)
    1. Jeffrey is offering to assist YAA (pro bono) in determing our IT needs and how best to address them. He has served most recently as Chief Information Officer – what does the business do and what tech needs would serve it? Questions might include: How might we capture data to inform our decisions? Tech process to collect data to allow informed decisions. Impacts variety of aspects of the organization: running, giving, etc. Org decides priorities – integrate with IT abilities.
    2. Sample conversation around communication needs: What communication concerns do we have?
        1. Differentiate lists (artists v. entire list)
        2. Email v. actual mail
        3. Simplicity
        4. Historic records of artists and their work
        5. Communication with visitors
    3. What is the data we need to run the association?
    4. Board decided to meet again for dedicated attention: **Wednesday, July 10th at YAA 6:00-8:00 p.m**. – info re core areas: operations, data management, core areas (membership, building, etc.)
5. Program Updates
    a. Upcoming
        i. Artist Talk with Michael Stasiuk June 23 3:00-4:30

1. Laurie is primary organizer for this event.

ii. Reminder Embracing Blue Exhibit
1. Opening Reception July 12 5:00-7:00

iii. York Art in Bloom - August 2nd - 5:00-7:00 Friday

b. Piscataqua Garden Club (PGC) – Maryse will ask Melinda how we can be helpful for this event?

c. Art in the Park
i. Vendors update – we currently have 37 vendors; 23 already paid.
ii. We need a new banner – Anne will take care of it.

c. Summer Camp update
1. FULL!! Wait list.
2. Taryn will need additional volunteer support -

d. Scholarship: How are we marketing?
1. Google grant is our only marketing right now for Letitia Moore. Betsy is the grant manager – we'll check whether Mary Harding knows anything about promotion.
2. Helker Fund (which does not exist anymore) for YHS student up to $1000 – this got dropped . . . do we want to revive it? Joey moved to re-energize this scholarship on behalf of YHS artists. Taryn will research the previous grant parameters before the July meeting. Maryse seconded . . unanimous vote in favor.

e. Intern: Betsy will be point person for Intern, Maya Neel.

f. Workshops update –
1. Patricia Higgins is interested
2. York Land Trust would like to partner with us. Taryn will connect Heidi Creighton (from YLT) with Laurie -

g. GrantWatch Subscription – waiting on Melinda.

h. QuickBooks Subscription Update (currently Annettee is admin) Diane and Anne will follow up on this to transfer admin identification.

6. Building Updates

a. Roof
i. Schedule for replacement – Anne will call CMP again to cover lines. They were scheduled to be covered by 6/17.
1. Anne will thank $1000 donor.

ii. Fundraising
1. $4000 already pledged (including $1000 received). Total estimate is $18,300. (need to raise additional $14,300.)
2. Hannaford Community Bag & Bloomin' For Good programs
1. Melinda set up for September – need to promo this!

b. Front patio – put boxwoods in planters . . .
1. Joey will speak with Sentry Hill about maintaining the 10 feet to the right of our building (from the street)

    c. Air conditioner – Joey moves to contact April re estimate for new heating/cooling system. Laurie seconded. Unanimous. Anne will call her. (from Palmer & Siccard)
7. Membership Updates – need a system with integration – paused until the July 10th meeting.

8. "In addition, we need to discuss variable dues up to $1000. Down to $50." Joey suggests offering $100, $250, $500, $1000. Joey and Laurie will work with Betsy to come up with proposal for the Board.
9. New Business?
    1. Laurie wants us to get start getting ready for Empty Bowls – (when the student show is here) Who might want to sponsor? YCSA might promote? Chamber of Commerce?

Board meeting to discuss IT needs: Wednesday, July 10th, 6:00-8:00 p.m. @ gallery
Next regular Board Meeting: July 17th at 6:00 @ gallery