1. In attendance: Maryse, Joey, Melinda, Laurie, Taryn, Anne (Virtual)
   Guest: Mary
2. Approve July minutes
   1. Approved
3. Tech Report from Jeffrey Myers
   1. Other platforms (outside of SalesForce)
      1. Little Green Light
      2. NeonOne
      3. Bonterra
      4. Network for Good
      5. Engaging Networks
      6. Classy
      7. Blackbaud
   2. Website - all tech should be about 8-10% of total budget and website should only be a small piece of that
      1. WHAT is all of the work that we are paying for

5. Program Updates
   1. Upcoming
      1. Artist Choice Drop-off – Sept 8
         i. Opening Sept 13
      2. Art in the Park - Sept 14
         i. Need to setup booth spaces the day before
            1. Will need to manage this before the opening for Artist Choice
            2. This is a full-day task
            3. Laurie can help with setup but this is her her wall month so needs to be present for the opening
         ii. Also need greeters on Sept 14 remind for the recommended donation for entry
            1. Laurie, Anne, Joey, Mary available to help
            2. Need drivers to shuttle artists back from parking (Joey volunteered)
            3. Need a sign for Shuttle pick up (pick up on the circle)
            4. Orange cones in front of the building
         iii. Dept of public works to fill in the wash-off hole
            1. Joey will call Dean Lessard
      3. October Fest Poetry Slam - Oct 11

i. October Fest - changing name (not using "Slam")
ii. In the works

4. Art in the Park
    i. Vendors update
        1. Over 50 applications (57)
        2. A lot of the participants are non-members
    ii. Laurie has some donations for raffles
    iii. Committee participation
5. Intern: Maya has stepped back due to health issue
6. QuickBooks Subscription Update (currently Annette is admin)
    i. Has this been addressed/fixed yet? - Melinda stated this is resolved

6. Building Updates
    1. Roof - done
        1. Fundraising
            i. Cost $19,700
            ii. Took $15,000 out of Letitia Moore
                1. Working trust accountant & tax accountant to figure out income projections from trust to figure out what kind of capital fundraising we need to do
            iii. $4,000 already pledged/received.
            iv. Hannaford Community Bag & Bloomin' For Good programs
            v. Other programs in the community? (Flatbreads Pizza)
    2. Front patio
        1. We know it needs to be replaced - put in 2007 by volunteers (wasn't done very well)
            i. All stone work is leaning towards the building & not away
            ii. Need to address other building issues first (like rotting woodwork & windows)
    3. Air conditioner
        1. Assessment done to look at ducting (not great - not healthy due to rodent issues)
        2. Received an estimate to replace existing system with electrical system & use existing ductwork - to provide heating & cooling - $44,000
            i. Not really wanting to continue using the unit in the attic - leaking & hard to access
        3. Need to replace all insulation - $20,000 (likely not as comprehensive as we likely will need

4. Looking for estimates for mini-splits (hoping this will be less that above quotes) - which would cover heating & cooling
    i. Laurie has a quote from Mike ($12,500 for BOTH gallery + office)
5. We'll have to decide to access Letitia Moore before approaching a capital campaign or wait until capital campaign before we do the work
    i. There were some very cold days in gallery last year
6. Hoping to have estimates by next month's meeting

7. Membership Updates
    1. Have a trial of LGL - Mary is trying to clean up all of the data - she can use this as her cleaning process
        1. Find it very easy to work with
        2. Want to make sure whatever system we go with it is intuitive & easy to use so that we don't have to reinvent the wheel
        3. There is a cost
    2. Has a check for $1,000 - "for Mary's upgrade initiative" (from Tom Keyes) - this is earmarked
8. Annual Meeting
    1. Slate of Officers
    - Member Meeting - Must be Sept or Oct
        - Sunday Sept 29 at 3:00

    Scholarship
    1. Anne will handle all replying to all applicants & questions
    2. Have a TON of applicants as well!! - at least 15
    3. Maryse printed one that she saw (this past weekend)
    4. Anne has a folder in email - she has been moving all scholarships to that folder
    5. Deadline is Sept 1
    6. Anne will look through history
        1. Asking for anyone with any history to email to Anne
10. Adjourn

ATTACHMENTS BELOW

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Prepared For:

York Art Association
394 York Street
York Harbor, ME 03911

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I. BUSINESS CHALLENGES

1. **Member Management** – Members are not recorded nor managed in a way that is central to the organization. Membership is managed on multiple and disparate google documents depending on the business purpose. Data is limited, with acquisition & accessibility challenges.

2. **Volunteer Management** – Significant issues with the recruitment, training, and scheduling of volunteers. Need to be able to quickly capitalize on new volunteer opportunities that can arise at any time without warning.

3. **Fundraising & Stewardship** – Website online donation form and business process does not support efficient donor management. Limited data to support stewardship, annual fundraising, and campaign planning. Untapped potential revenue sources.

4. **Communications** – Limited ability to provide targeted communications based on membership details (such as renewals, donation levels, or member type). No useful engagement data.

5. **Committees** – Lack of business operations infrastructure and processes results in poor committee management, committee empowerment, and transparency/reporting.

6. **Email** – No business grade email system in place for board members and gallery personnel. Most board member communications occur on personal email accounts. Public questions and/or inquiries received via email are often not answered in a timely manner.

7. **Security** – No password management, computer security, or physical security.

8. **Event Management** – No dedicated event management system.

9. **Document Management** – No strong central document management system. Many organization records exist solely on personal devices.

10. **Project Management** – No structured project management to support both short- and long-term board initiatives.

11. **Payment Processing** – Digital payment processing is in place but provides limited sales data and is not automated into the financial system. Business process issues cause occasional under collection of funds and paper trail of credit card numbers.

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II. TECHNOLOGY OPPORTUNITIES & PROJECT RECOMMENDATIONS

PROJECT #1 – Customer Relationship Management (CRM) System

- Salesforce Nonprofit Cloud w/NPSP
  - Allows nonprofits to track donations and grants
  - Stores and manages constituent data for better engagement
  - Supports recurring gifts and memberships for consistent revenue streams
  - Manage fundraising campaigns and grant applications
  - Central management of all communications
  - Volunteer management (sign-ups, shifts, scheduling & engagement)

1.1 – Salesforce Nonprofit Cloud w/NPSP - $0 | 10 Free licenses |

1.0 – Implementation Cost: $0 | 100% first customer discount

PROJECT #2 – Business Productivity

- Everywhere & anytime access to Email, Calendar, Contacts, Collaboration, Videoconferencing
- Enterprise-grade data management (see Project #2)
- Desktop, web, and mobile Microsoft Office apps w/business templates.
- Basic Project Management
- Comprehensive Security (see Project #4)

2.1 – Microsoft 365 Business Premium - $0 | 10 Free FULL licenses | Up to 300 email & web licenses

2.2 – Project Management – Included with M365 | Premium feature add-ons

- Planner REF
  - Tasks | Reports | Dashboards | Charts

2.0 – Implementation Cost: $0 | 100% first nonprofit discount

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PROJECT #3 – Data Management

- Enterprise-grade data security, everywhere & anytime access, secure sharing outside the organization, real-time collaboration, file versioning, and file restoration. REF
- Secure organizational data while maintaining ease of access.
- Central repository of training materials and business processes.

3.1 – Data Migration to Microsoft 365 OneDrive – Included with M365

3.0 – Implementation Cost: $0 | 100% first customer discount

PROJECT #4 – Security

- Secure password management, vault, and sharing
  - Paid accounts for President & Treasurer
    - Can securely share passwords with other YAA members
- Dual-factor authentication on all sensitive accounts
- Secure all devices (including personal devices accessing organizational data)

4.1 – LastPass Password Management - $7 per month/user | $168 annually

4.2 – Microsoft Dual-factor authentication - FREE

4.3 – Microsoft 365 Intune Implementation – Included with M365

4.4 – Microsoft Defender for Business Implementation – Included with M365

4.0 – Implementation Cost: $0 | 100% first customer discount

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FUTURE:

OPERATIONS:

- Upgrade Payment Processing
  - Itemized Sales Transactions
  - Financial System Automation

- Microsoft Teams Calling – Business VoIP (voice) Solution
  - Replace on prem copper lines
  - Digital voicemail messages delivered to email
  - Ability to add lines that can be remotely answered

MARKETING:

- Website – Reduce maintenance issues
- MarCom

INFRASTRUCTURE:

- Computer upgrades
  - One user | One account | No exceptions
  - Kiosk mode for volunteers
    - Simplify use | secure files
  - Guest book kiosk
- Electronic door locks
  - Instantaneous onboarding/offboarding
  - Entry tracking
- Video camera surveillance
  - Unauthorized access recording
  - Off-hours security monitoring (automated alerts)

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III. COST ANALYSIS & SUMMARY

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APPENDIX 1 – Retreat Agenda

1. Day-to-Day Operations
   - Gallery Management
     - *Operations, scheduling exhibitions, inventory management, intake*
   - Volunteer Management
     - *Training, scheduling & communications for Gallery sitters, AIP, camp, and other volunteers*
   - Event Management
     - *Planning and managing events, including art shows, workshops, fundraisers. Invitations, ticketing, attendance tracking, feedback*
2. Membership
   - Membership Management
     - *New, renewals, member activity tracking, communications, engagement, retention*
   - Communications
     - *Newsletters, emails, social media, surveys/feedback, member preferences, engagement tracking*
   - Donations, Fundraising, & Stewardship
     - *Donor relationships, donations, gift management, stewardship, giving campaigns*
3. Board of Directors
   - Data
     - *Data needed for board decisions and to facilitate YAA growth*
   - Logistics
     - *Communications, committees, document management, password management, meeting logistics*
   - Succession Planning
     - *Requirements for ensuring smooth transitions and organization continuity.*
4. Strategic Initiatives
   - TBD
5. Other Challenges & Opportunities
   - Community Engagement
     - *Outreach programs, public art projects, educational initiatives*
   - TBD

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APPENDIX 2 – Assessment Notes

DAY-TO-DAY OPERATIONS

Volunteer Management

- Sign-up Genius
  - Volunteers
  - Art drop-off
  - Managed by Laura

- Not enough volunteers
- New members want to volunteer
  - Need to be trained
    - Process sale
      - Write it up
      - Payment
      - Record keeping
    - Customer Service

    - Tax occasionally skipped. Cost covered by YAA
      - Enter total cost into iPad Square POS
        - Not itemized
        - CC # sometimes recorded on paper

- Customer | Accounting | Book Record

- OLD: WildApricot
- NEW: Squarespace
  - No connection to membership

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MEMBERSHIP

- Managed in a google document
- Approximately 500 contacts in MailChimp
- Approximately 80 active members

- Communication business process broke
- Everything is Excel list managed
- New members not getting communications
    - Getting added to master accounting membership record
        - Not connected to MailChimp

- Process:
    - Members complete web form
    - Form generates email to web admins
    - Issues:
        - No connection between official paid list and communications
        - Poor renewal date tracking

STEWARDSHIP

- newsletter monthly
- no donor records
- no donation letters

- No fundraising

    - Untapped potential revenue sources
        - Online membership & donor community
        - Patron
        - Benevity matching program

- Why would members renewal?
    - Programming
    - Calander
    - Artist talks
    - Sense of belonging

- Gallery Book
  - sales tracking
  - artist sales
  - purchaser data
  - membership age

BOARD OF DIRECTORS

- No password management
- No YAA email other than President and Gallery Manager
  - Gallery Manager catch all for EVERYTHING
- Members not classified (i.e., artist, member)
- No committee structure
- No project management

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APPENDIX 3 – Technology Subscriptions

TECHNOLOGY SUBSCRIPTIONS:

- QuickBooks Subscription ($612 annually)
  - Financial Software - $51 per month
- Mailchimp ($318 annually)
  - Email Communications - $26.50 per month
- Square Space ($312 annually)
  - Business plan | $26 per month*
- GoDaddy ($72 annually)
  - Hosting & Domain Name Registration
- Website Maintenance (~$6,000 annually)
  - Laura Fox design & maintenance fees | $75 per hour
- PayPal | Stripe – CC processing
  - Stripe transaction charge: 3.10%
  - PayPal transaction charge: 1.99%
- Signup Genuis – Free
- Google Drive – Free

- RECURRING SUBSCRIPTION TOTAL: $1,314 annually
- MAINTENANCE TOTAL: $6,000 annually

2022 Revenue (Form 990) $31,633

Current Total Technology Spending: $7,314 (or 23% of 2022 revenue)

** NOTE: Total website costs is 82% of all technology spending **

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APPENDIX 4 – Hardware

Hardware

- Mac Desktop
- iPad with Square POS

Infrastructure

- Internet Connection
- Phone Connection

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