Minutes, York Art Association Board meeting, 5/18/2020

Roll Call: Present:

Scott Blanchard

Tom Merriam

Betsy Cromley

Drew Poulopoulos

Maryse Newton

Helen Burns

Taryn Myers

Absent:

Glen MacWilliams

David Mazur

Discussion about when to open the Gallery: The Board members considered possible opening dates in June and July. Because of the Covid-19 restrictions, most were in favor of a July rather than a June date. To provide safety for volunteers, staff, and visitors, everyone will be required to wear a face mask, to use hand sanitizer and to stay 6' apart. We could have one-way movement in the gallery. Further discussion is required to decide a date and details of safe practices.

Scott reported on a telephone call with an AIP vendor who was enthusiastic about a virtual AIP and e-commerce site. He said that artists are afraid to exhibit work in live shows while the virus is still pervasive, but virtual galleries are "the future"...

Taryn presented a migration plan for digital art sales: Using our Square Space platform we have the capability to create multiple virtual stores. For example, we can show gallery artists, gift shop crafts, and call out a specific artist for extra attention in separate stores. We can upgrade our Square Space membership to save on paying commissions, once we see that there is enough demand. We need a marketing plan to increase sales. We need each artist's permission to display his/her work in our virtual store. We need a good photograph of each work to be pictured on the e-commerce site; Taryn suggests putting a watermark on each to prevent theft of the image. We need a policy about artists wrapping and mailing their sold items to purchasers and paying 30% to the YAA on each sale.

The Board urged Taryn to move ahead on this plan. She says that she could have a draft of the new e-commerce elements for our review around mid-June.

Tom reported on possible membership strategies that have been raised. For example, we could get corporate sponsors, invite donations that will get people designated an "allied artist", make agreements

with realtors who might use members' art to stage houses for sale or gift new buyers with house portraits, etc.

New Business: Drew reported on the current state of YAA scholarships. Our High school scholarship is suspended for now due to schools being closed during the virus pandemic; we can award a high school scholarship next year. College students have until September to apply for the college scholarship so we will wait to see if we have suitable applicants and plan to make the college award this year.

The next Board meeting will be on June 15.

Betsy moved that the meeting be adjourned at 7:15 pm; all voted in favor.