Approved Minutes
YAA Board meeting 5/17/2022
Submitted by Betsy Cromley, Secretary

1. Roll call: present—Betsy Cromley, Tom Merriam, Glen MacWilliams, Torbert McDonald, Dede Cadieux, Helen Burns, Taryn Myers

Absent—Maryse Newton

2. Approval of minutes from 4/16/2022: after Torbert asked for clarification of "members' area," all voted in favor.
3. Governance checklist: this will always be an agenda item for Board meetings, since it requires continual monitoring. Glen asks that each Board member review the checklist before each meeting and let him know whenever he/she wants to comment on an item.
4. Advancement: The Board did not feel that the Nola real estate calendar would benefit YAA and so voted not to participate. After she completes the inventory of the pieces in the gallery and we clarify ownership, Helen proposed that we could auction/raffle the pieces of artwork that the YAA owns. Such an event might take place at Art in the Park.
5. Website requirements, Publicity and public relations:
    a. Laura Fox has listed items for the website that she could do for us, but we agree her services are too expensive. Of the items she lists, which ones can we accomplish ourselves? We want to create a directory/artist's pages to give each artist a place for bio, images, other individual information. Taryn says that our current web package includes an old template for this…need a new one.
    b. Virginia is proceeding with publicity—placing events announcements in *York Weekly*, *Sentinel*.. Websites such as "Visit Maine" should get the same announcements—Taryn says she knows the technical requirements for posting on this state site and she can teach someone and get login credentials; Helen offers to learn it.
    c. Posting events monthly/updating on the YAA website is in Laura's proposal of services; we need to clarify how much time this will take her to see if cost is reasonable. Glen would provide all the information to Laura; Maryse would provide Art Wall news.
    d. Maryse and Taryn currently post information/YAA news to Facebook. Is there a blog that could post the same news releases we would create for newspapers?
    e. A YAA newsletter can be produced, Taryn says, using the template we already have in MailChimp.
    f. Tom has provided all the information for our summer music and poetry series to Glen, who says he never got it. This information needs to be posted on our Website, sent to newspapers, etc. Tom was reminded that we voted to charge $25.00 per ticket for most of these performances to cover musicians' fees. Jeff Warner concert is coming next.

6. Old Business: Glen discussed a plan for other people/organizations to rent our gallery space. An announcement of this opportunity should include, e.g., combining the gallery with St. George's church and the park for a wedding venue or party. Many ideas for pricing this rental were suggested. Torbert pointed out the necessity of having legal counsel to write the contract and getting insurance to protect the YAA from physical damage and liability. He suggested that attorney Mary Catherine Brennan could be retained.

7. New Business:
   a. Helen wants to invite two Edward Jones fund managers to our next meeting; this investment company manages our Letitia Moore Trust. Each year the Board meets as Trustees of the trust, which we will do at our next Board meeting on June 15, 2022.
   b. Internships—Helen asked at SCAD if they promote internships, but only paid internships are allowed. Helen will ask Endicott College if they have anyone; our intern last year came from Endicott. Betsy will write up the duties of our intern and give job description to Helen.

Next Meeting: June 15, 6pm, in the Gallery.
Adjournment: Betsy moved, Helen seconded to adjourn.