York Art Association
Board of Directors Meeting
April 20, 2022
Minutes by Taryn Myers (Edited by Glen MacWilliams. Thank you Taryn.)

Attendance: Virginia, Glen, Taryn, Dede, Torbert, Tom, Maryse, Helen (arrived at 6:00)
Absent: Betsy
Guest: Laura (notes below by Glen)

1. Attendance.
2. I've asked to meet at 5:30 PM with Laura Fox to discuss website issues.
    1. Open needs:
        a. Photos from prior AIR: we don't have any
        b. Concerns: communication - not sure what the best way to communicate?
            i. There be one person to communicate with Laura
            ii. Would normally be Glen
            iii. Getting info from various members makes this very disconnected & takes time to gather all info across emails
        c. Specific recommendations from Laura:
            i. We don't have a current strategic plan
            ii. Website & any marketing plan should be around the strategic plan
            iii. We know YAA needs help with:
                1. Specific events (opening, receptions, concerts, events, AIP, camp)
                2. Gaining new members
                    a. Current website is very focused on current members
                    b. Member benefits
                        i. Disconnect between About Us page and Membership Page
                        ii. Biggest benefit would be bigger online presence
                            1. Artist hub
                            2. Who are the artists?
                            3. SEO support
                    c. Having a member's area
            iv. Laura should not be the one adding new members to MailChimp - Dede Should be - but she's having trouble getting into the

account and having trouble getting into the GalleryManager account (I think this is resolved)

d. Board needs to prioritize and look at cost for what is greatest priority that we can afford as a board
    i. Laura will create this list & give a rough estimate on timing & costs for the board to review
    ii. If we provide a volunteer to help and how that will affect the pricing/times budget? (What can they do in a short time 1 or 2 hours a week?)
    iii. Board also needs to create a list of monthly tasks that need to be done.

2. Knowns What's on her plate now:
i. Get this email out the door (AIP & Camp) (Complete)
ii. Design a flyer for AIP
iii. MailChimp setup (Complete)

3. Review Glen's Notes on March 29 BOD meeting (attached).
    1. Review Minutes - Motion to accept: Maryse
    2. Second: Dede
    3. All in favor
4. Review Governance Checklist (attached).
    1. Acceptance of current checklist: Motion: Helen
    2. Dede: Second
    3. All in favor
5. Committee Reports
    1. Camp: 4 paid campers and recruiting
    2. Memberships: Would like to officially change our start/end to Jan-Dec
        a. Benefits:
            i. Image Arts gone down to 10%
        b. Will also send Welcome emails & ask for a bio when we get new members
    3. AIP:
        a. Already 8 reservations without having sent anything out yet
        b. 3 have paid
        c. If Laura can create a flyer for us, Dede will distribute
            i. Taryn will update old flyer for Dede to print & distribute
        d. Had to fill out a usage of the park form
        e. Banner restrictions as well
        f. Called & emailed Burrito Betty's for food truck
        g. Haven't done anything for port-o-potties
            i. Helen pointed out that this piece is very important & they can be hard to get - so we need to reach out NOW
        h. Maryse suggested Coppa Magica
        i. Music - Laura played last year & would consider again
        j. How many people are we expecting?
            i. Helen thinks we'll get a good crowd
            ii. Things are opening again & Farmers Markets in GA have been crowded
            iii. May need more than 1 temp toilet (Glen)

k. Asked for Virginia to support with press releases in local pubs

4. Treasurer: We are doing fine with what little we have
    a. Been in touch with Edward Jones about moving some money within Letitia Moore Trust
        i. But then everything changed with interest rates & should stick with what we've got
    b. New tax people filed an extension - Diane is all over this
        i. Should be files by at least beginning of May
5. Open Studio: New member taking advantage of this - sometimes there are 2 sometimes there are 3 of them there
6. Heather Lewis spoke with Glen about using the gallery for student art classes - Maryse is curious because we don't offer this to any of our members right now for workshops
    a. Glen told her it would be on our next board agenda
    b. She has used it & has been very happy with the space
        i. She would like to continue to use on Wednesdays from 1-3
        ii. She is willing to pay for it
        iii. And she is a member and considering joining the board
    c. Currently not paying anything
        i. What should we charge?
            1. She uses the space for 2 hours
            2. Maryse would suggest $25/hour
            3. Helen suggested $100 for regardless of time
            4. Glen suggested $100/month for 2 hours per week - once per week
                a. And anything more would need to be agreed upon more
                b. We do need to go also go back to David Mazur as well
                c. A schedule needs to be managed as well
            5. Torbert suggests we ask the artist what they would expect to pay (and sample more artists to ask as well) to see what the going rate would be
                a. Glen can ask
    d. Taryn found old rental agreement & forwarded it to board - it is a page's doc & Taryn could not open it. Dede was able to open & will forward back to the board as a Word Doc

6. Old business. Betsy's review of Minutes of last year revealed tasks not done.
    1. Do Doctors and dentists borrow art?
        a. Do we think anyone would be willing to pay for rental of the artwork we lend?
        b. Helen & Torbert does not think that Town Hall will pay for it on loan
            i. Doctor or Dentist on the other hand we SHOULD ask
        c. We don't have a lot of artworks to loan out at this time (have 2 pieces - one is not finalized, requires a notary)
        d. Helen will also inventory anything else in the gallery
        e. Anyone want to reach out to doctors & dentists to ask them if they'd like to showcase YAA house art?

2. Do we want a new Intern?
    a. Helen will reach out to SCAD
    b. Cannot solicit NH because the state requires internships to be paid
    c. Maine College of Art?
    d. Reach back out to Endicott?
3. Write a new newsletter for the website?
    a. Glen & Virginia to work together to have some content for website
4. Policy to rent Gallery Space?
    a. See above
5. Shared workshops with others?
    a. Does anyone know the Kittery workshop schedule?
    b. Is there anyone else we can work with?
        i. Great project for an intern…
        ii. If Heather Lewis is willing to join board this could be a good connection
            1. She is currently teaching at Southern Maine Community College
            2. Could also be good connection for scholarship
6. Find new Board Members.
    a. Helen has asked one person - no taker
    b. Glen has asked people
    c. Tom has asked 3 people & none were willing

7. New Business:
    1. YAA Budget.
    2. Had a request from Noelle Argenti for a membership card
        a. She thinks that she needs it for the discounts at the framers
        b. Have a template for this - we had them avail through Wild Apricot - would just need to find it
        c. Dede & Taryn will get together on this
    3. Need a Gift Card template that we can give to places that solicit us for a donation
        a. And need an official signoff on the gift card
        b. Expires within one year
            i. Check on Maine rules on gift certificates
        c. Good topic for next board meeting
            i. How many donations do we want to give per year?
    4. Maryse suggests we should work on schedule for FY23 each meeting?
        a. Good idea to keep it front of mind so that we don't spend January planning for the year
8. Next Meeting.
    1. May 17 at 6:00pm
9. Adjourn. At 6:50 pm