Draft Minutes

YAA Board meeting 1/11/22

submitted by Betsy Cromley, Secretary

1. Roll Call-- Present: Torbert MacDonald, Tom Merriam, Betsy Cromley, Helen Burns, Glen MacWilliams, Maryse Newton, Taryn Myers

Absent: Dede Cadieux (Todd Bonita has resigned)

2. Approval of minutes of 12/7/21 with corrected date: Helen moves to accept, Betsy seconds; all are in favor. (Taryn requests that corrected minutes be sent to her in Word format for posting on the website.)
3. The Board approves Todd Bonita's resignation from the board; all voted in favor.
4. Governance checklist: at a previous meeting the completion date for certain items was changed to "ongoing"; Helen will report at the February meeting on those items that have reached completion such as a tax payment.
5. Old Business

Committee Chair Job descriptions—Glen received most of these. Dede will supply the Membership chair description. Glen will write the Chair job description for the committee that has no chair —Education. Helen will write the Grants and Scholarship Chair job description. Tom will write the description for the Special Events Committee of which he is the Chair. A new description will be written by Torbert, Tom, and Glen—Mt. Agamenticus to the Sea Committee. Glen has proposed a "Curatorial Committee" umbrella title to cover the many diverse aspects of the gallery managed by Maryse; the board will discuss details of this at February meeting.

Maryse reports that the Friends of Mt. Agamenticus newsletter will feature the event held with the YAA in the Fall-- a plein-air painting day and reception.

Torbert is preparing a presentation for the Beaches Conference (see attached) to be held in June 2022, regarding watershed and green issues in York's future.

Glen raises some issues regarding the YAA permanent collection of art, from which 1 painting is on loan to the York Town Clerk's office. Our ownership of the intellectual property of items in this collection may allow us to raise some money through selling permissions to use images.

Helen volunteered to do an inventory of the art works existing in our storerooms; ownership needs clarifying.

Glen has been in discussion with Laura Fox regarding supplementing Taryn's labor on the YAA website and adding Sign-up Genius to manage volunteers. (see attached memos to/from Laura)

Maryse has prepared a draft calendar of the 2022 YAA season. The Board is asked to adjust and add to it, especially as regards events/performances that suit the Gallery.

Dede has volunteered to Chair *Art in the Park* for fall 2022. The date of September 17 was proposed. Helen moved, Betsy seconded that we approve Dede and this date; all are in favor.

NEW Business

Producing a new brochure to advance membership—Helen agrees to oversee this. A "draft" brochure was created by Maryse on the office printer to tide us over so there is membership information on the front desk.

Building improvements report from Glen—an electrician is giving us a proposal to bring the YAA wiring to safe levels; will include a light on our outdoor sign

Tom reports that he has approached some performers who might give concerts, etc., but all are waiting til COVID recedes before making commitments.

YAA would benefit from a work of art in front of the building—Tom suggested a possible tall tree-trunk sculpture that he has in the works.

Taryn has organized children's camp for the coming summer. Dates are July 25-29. Details of the program are partly dependent on Covid.

Maryse urges us to start working now on the Calendar for 2023 for shows and events.

The next Board meeting will be held on 16 Feb 2022 via ZOOM at 6p.

Helen moved to adjourn, Betsy seconded, at 8pm; all in favor.

Attachmments:

YORK ART ASSOCIATION

**(These are notes Laura took during a meeting we had on January 4th and with regard to the attached Memorandum I copied to the Board)*

TASKS, AS NEEDED

LF

- Review website and make list of recommendations - *end of Jan*
- 2021 Website Report - *end of Jan*
- Keyword research for blog/website updates - *TBD*
- Add updated handbook - *whenever it's shared with me*
- *More to be added after website report is complete*

MONTHLY TASKS

Monthly budget: ?

- Glen to send PDF of upcoming board agenda to Laura
- Laura to add upcoming board agenda to website
- Glen to send PDF of meeting minutes to Laura
- Laura to add meeting minutes to website
- Glen to send approved minutes
- Laura to replace old minutes with approved minutes
- *More to be added after website report is complete*

QUESTIONS FOR YAA

What are YAA's goals for 2022? How might the website and marketing support those goals? ??? (Good question for the board to brainstorm)

- Local collaborations
- Education
    - Workshops
    - Resources for artists

Does the current language and offerings on the website align with what is actually being done? (Sounds like no, next step: what needs to change to make this the case—change offerings or change behavior/tasks so they get completed.)

Who is YAA trying to reach?

Personas:

- Locals/Current members (**GOAL**: stay in the know about upcoming events, exhibits, submit art)
- Locals/Non-member **artists** (GOAL: to get them to become members)
- Local Art Lovers (**GOAL**: engage on platforms, come to events, buy art)
- Visitor Art Lovers (**GOAL**: engage on platforms, come to events, buy art)

Who is in charge of what, what tasks are board members responsible for and what is Laura responsible for?

Creating a process: for example x exhibit is on x date, what are the steps/tasks that always need to be taken when this goes live, who is in charge of each task.

NOTES

- YAA is closed for the winter but will still communicate with members
- Opening March or April 2022
- 2022 Exhibits Schedule - Marissa is working on this
- 2022 Hours - TBD

YELLOW = YAA responsibility

BLUE = LAURA responsibility

ORANGE = consider omitting

YAA MARKETING & COMMUNICATIONS (M&C) COMMITTEE

PPL on the committee: Taryn, maybe a member named Meredith?

- Promote the gallery and all operations via known marketing channels.
- The marketing committee will be responsible for outreach to local newspapers via press releases and calendar listings for all association-hosted or association-involved events.

- The committee shall populate the VisitMaine website events with association-related events and calls-for-art.
    - **Who is the board member who contacts VisitMaine, and what is the contact info for the person at VisitMaine or login info?**
- The committee will promote all exhibit calls-for-art and association-related events via local media press releases, social media, and email to current subscriber lists.
    - **Need Mailchimp login info**
- Additionally, the committee is responsible for pushing all board communications to the subscriber list or membership list via email and social media.
- The committee is also responsible for the upkeep of the website, including adding all submitted artwork to the eStore and current virtual exhibit, posting letters to the membership from any board member to the website blog: Conversations, making updates or edits to pages related to specific other committees per committee char requests, posting of board minutes, and any other adjustments deemed necessary to allow the website to promote the association appropriately and positively.
- The committee is also responsible for managing the Google Grant AdWords campaigns. The Google Grant AdWords campaign requires a minimum of activity within the account (bid adjustments, keyword adjustments, etc.) every 90 days. However, proper upkeep of an AdWords campaign should occur monthly for greatest opportunity of success.
- The committee is responsible for upkeep of current and proper email subscription lists within MailChimp (i.e., membership list, current AIP vendors, list, etc.).
    - **Review lists in Mailchimp and make sure they are up-to-date and automated as needed. Is there an auto-subscribe email in place?**
- The committee chair should keep a record of all login credentials for all Marketing tools: social media, MailChimp, VisitMaine.com, Squarespace admin portal, etc
    - **Taryn to share all login info (with Laura)**
- For the website, the marketing committee is also responsible for managing & upkeep of Google Analytics (knowledge of Google Tag Manager is highly recommended), Google Search Console, Bing Webtools, Google Business, Bing Business, and other online directory listings.
- The marketing committee should also review the website for SEO (Search Engine Optimization) on a semi-regular basis. In addition to Google AdWords, the Google Grant also affords us free use of the entire suite of Google Apps, including email.
- The marketing chair is the admin for the Google Suite admin. As such, the chair is responsible for adding/removing yorkartassociation.com email addresses, setting up shared Google Calendars for use within the association.
    - **Who is responsible for the inbox and response to gallerymanager@yorkartassociation.com? What are the other email addresses associated with this domain and who is using them?**
- Social Media accounts used include Twitter, Facebook, Instagram, LinkedIn
    - **Who is currently posting to Facebook? Is anyone posting to any other social media accounts? Who has access? What are the logins?**

- Other Marketing tools used include Google AdWords, MailChimp, Squarespace, Google Analytics, Google Search Console, Bing Webmaster Tools, Bing Business, Google Business

—

The Board of Directors voted to pay Maine Fox Marketing to update and maintain our website. I spoke with Taryn some weeks ago and offered to relieve her of some of the website responsibility because the timing of updates and maintenance is critical to communication with the Board, membership, and community. Laura is scheduled to commence her services early January 2022.

The following is a listing of changes that are required:

1. Posting all Agendas and Minutes - Agendas need to be posted to the website when written and delivered to the Board. Current Minutes and attachments need to be posted to the website as soon as possible following Board meetings. Approved Minutes of previous Board meetings will be posted at the same time as Current Minutes. I will send all Agendas and Minutes to Laura for posting, noted Current and Approved Minutes.

2. A. There are periodic updates to the YAA Handbook on the ABOUT tab that require posting to the website. I update the YAA Handbook and will consider changes proposed by the Board and Membership. I will send updates to Laura for posting.

B. The CONVERSATIONS tab requires updating. ad I will request the Board and Members send me news, text, and promotional matters for that page, which I will then send to Laura to post and/or delete as required.

3. Coordinate implementation of Sign-Up Genius, proposed for gallery volunteers.

- **Need a lot more info here, what are the details here, login for sign up genius**

4. Advise to change the Donate button and page like www.ecologybasedeconomy.org

- **Write some copy for the donate page, share photos you want included.**

5. I'm not aware of how the E-commerce component of the website functions. I need a tutorial and recommendations from Taryn and Laura.

6. Coordinate and update information across all information sharing services;

A. visitmaine.com (wrong hours of operation),

B. Others? Update website.

1) From the President's Desk,

2) Facebook page,

3) Update Exhibit Schedule and Process

4) Contact page Hours of operation,

5) Art Exhibits

6) December 2021 Handbook,

7) Board Meeting Minutes and Agenda's

8) Website blog?

YORK ART
ASSOCIATION
Established 1968

January 3, 2022

Memorandum

To: Laura Fox, Maine Fox Marketing

From: Glen MacWilliams

Reference: Website

Subject: Updates and Maintenance

The Board of Directors voted to pay Maine Fox Marketing to update and maintain our website. I spoke with Taryn some weeks ago and offered to relieve her of some of the website responsibility because the timing of updates and maintenance is critical to communication with the Board, membership, and community. Laura is scheduled to commence her services early January 2022.

The following is a listing of changes that are required:

1. Posting all Agendas and Minutes - Agendas need to be posted to the website when written and delivered to the Board. Current Minutes and attachments need to be posted to the website as soon as possible following Board meetings. Approved Minutes of previous Board meetings will be posted at the same time as Current Minutes. I will send all Agendas and Minutes to Laura for posting, noted Current and Approved Minutes.
2. A. There are periodic updates to the YAA Handbook on the ABOUT tab that require posting to the website. I update the YAA Handbook and will consider changes proposed by the Board and Membership. I will send updates to Laura for posting.
   B. The CONVERSATIONS tab requires updating. Remove what's there now and I will request the Board and Members send me news, text, and promotional matters for that page, which I will then send to Laura to post and/or delete as required.
3. Coordinate implementation of Sign-Up Genius, proposed for gallery volunteers.
4. Advise to change the Donate button and page like www.ecologybasedeconomy.org
5. I'm not aware of how the E-commerce component of the website functions. I need a tutorial and recommendations from Taryn and Laura.
6. Coordinate and update information across all information sharing services;
   A. visitmaine.com (wrong hours of operation),
   B. Others? Update website.
      1) From the President's Desk,
      2) Facebook page,
      3) Update Exhibit Schedule and Process
      4) Contact page Hours of operation,
      5) Art Exhibits
      6) December 2021 Handbook,
      7) Board Meeting Minutes and Agenda's
      8) Website blog?