YORK ART
ASSOCIATION
Established 1968

11.16.2022

Approved Board Meeting Minutes

1. Attendance: Present- Tom Merriam, Torbert Macdonald, Dede Cadieux, Helen Burns, Glen MacWilliams , Betsy Cromley, Taryn Myers, Joey Donnelly

2. Approval of minutes from 10.10.22; Betsy moved to approve, Dede seconded: all voted in favor.

3. Advancement Plan, prepared by Helen. We have no money at present to make needed repairs to the building and to hire essential staff. An executive director is needed to keep the building open, manage day to day events, and increase membership. We also need fund raising such as the services proposed by Alyssa Wright; and Website management, such as was done by Laura Fox. Both of these have proposed services for an hourly rate. We own our building and therefore can borrow against equity. We estimate that about $11K per month will allow us to hire staff and make needed HVAC improvement to the building. Other ideas to increase our income include: hosting Art in the Park more than once a year; eliminate "Lifetime Membership" and instead add some high-dollar memberships to our brochure--$1000. and $5000. for example. We should qualify for federal covid-relief money which the Town will distribute. Hopefully we could produce a brochure and letter to send to all our contacts by "Giving Tuesday" to raise funds before the end of this tax year.

4. Ideas to include in a fund-raising letter: Art needs a context. Stress the importance of Nature in York and how art enhances our knowledge of and appreciation for nature.

5. Glen moved that the Board give him permission to look for up to $100K in various forms; Helen seconded. All in favor.

6. Tom moved that Glen is authorized by the Board to start a search for necessary executive personnel; Helen seconded. All voted in favor.

7. Old business: the Pot-luck dinner will be moved to January 13 in the Gallery; open to all; bring food.

8. The next meeting will be held on December 14 at 6p via ZOOM.

9. Meeting adjourned at 7:25