2.16.22 YAA Board Meeting

Approved Minutes

1. Roll Call:
   Present—Betsy Cromley, Glen MacWilliams, Tom Merriam, Torbert Macdonald, Helen Burns, Taryn Myers, Maryse Newton, Dede Cadieux; guest: Virginia Calvo

2. Approval of minutes from 1.11.22—Moved by Helen, seconded by Tom; all were in favor

3. Governance Checklist .
   A checklist was sent to all with suggested dates for completion of various items. Glen invited Board members to propose action on anything that interests them. Helen will meet dates regarding financial/tax deadlines.

4. Review standing Committee descriptions. Glen updated committee descriptions with material submitted by Chairs and has put them on the YAA website. Some Committee names have been consolidated or merged on the website; old names as listed in the bylaws were labeled "previously."

5. Discussion of website requirements. Laura Fox made some improvements to the website. We need to add "sign-up genius" to make volunteering work. Another software recommended is "art call;" it would allow artists to submit all the required information about their works for shows and sales. A manager is needed to oversee these additions. Virginia volunteers to write press releases and get notices into newspapers as well as posting them on the website.

6. Committee reports.

   Treasurer. Diane and Helen are working on taxes and accounts; filings will be on time.

   Buildings and Grounds. Glen is in touch with the electrician; energy recovery unit needed. Paying for it is in question.

Marketing. Taryn has contacts with two volunteers who can help with marketing and social media.

Events. Tom has several performers lined up for spring, summer, and fall; final dates are in process. Three Board members agreed to contribute funding to enable a string quartet to be invited. Taryn has arranged for a Celtic Dance performance on April 8.

7. Old business. Torbert and Glen are planning a presentation at the Beaches Conference regarding a "Green" entrance to York Beach on the Blinn property. They are in alliance with the Mt. Agamenticus to the Sea project. Helen suggests getting the Piscataqua Garden Club involved to support this effort. Torbert noted that some in York Town government are not able to see the value of this effort since they are committed only to short-term market plans.

8. New Business.

   Maryse reiterated her hope that we could get our 2023 calendar decided during the current year in order to plan ahead for events as well as exhibits. We should post this information on the "Visit Maine" website and get brochures to area hotels and inns, and to newspapers.

   We need workshops. Suggestion: we have "Wednesday Workshops" once a month parallel to our "Second Friday" social events. A regular rhythm is important. Could have wine and cheese as a workshop feature. Dede has offered a beading workshop.

   Reopening the Gallery will happen on 11 March. A clean-up day will happen on 4 March to get the space ready. Drop-off for the new exhibit is on 6 March and drop-off for the Gift Shop on 9 March.

9. Next meeting will be at 7pm on March 16, via ZOOM.

10. Meeting was adjourned at 6:45p.