8.24.20 YAA Board Minutes

Submitted by Betsy Cromley, Secretary

Roll Call: present—Glen MacWilliams, Tom Merriam, Helen Burns, Scott Blanchard , Betsy Cromley, Maryse Newton

Absent—Taryn Myers, Andrew Poulopoulos, Dave Mazur

Helen moved to approve Minutes from the last meeting, seconded by Tom; all voted to approve.

The YAA Mission statement was read aloud; approved by all. This statement has legal force and is part of the bylaws.

Our Vision Statement—this is to guide us, and needs to have detailed steps on how to get to our goals.

To move the Association ahead it is essential to get more Board members to take on the several tasks required to grow. Tom asserts that new Board members with a business background are especially needed. All invited to think of people who will work with us.

Glen presented three resolutions for the Board to consider and vote on, affirming specifics raised in the YAA draft document *Effective Strategies in Planning* (attached below). His three resolutions which the Board adopted are: a Core Strategic Intention (Values) statement, a formal adoption of Tom's vision for a "York Art and Culture Center," and resolving to appoint a Chair for a Strategic Plan Committee. Pros and cons were discussed. All three resolutions were voted on; all Board members voted in favor of each resolution. (Full Statements attached at the end of these minutes)

Maryse reported on recent activity at the YAA building even though it is closed. The Agamenticus Yacht club held an auction and gave a sum to the YAA; a few passersby came in to the Gallery when Maryse was working and made purchases; some donations also came in. The "Post-Modern Art" exhibit of painting on posts in front of the YAA building has been mounted and gives vitality to the building. Eight artists contributed works. She announced that the next virtual exhibit is going up on line for September—this show has an open theme—all invited.

Treasurer's report: Helen reported on the total income of YAA, its expenses, and donations. She is reconsidering whether Edward Jones investment services are best for YAA or if we should look for another investment broker with a better fee structure. (Treasurer's report to be attached)

Helen reported on the Advancement Committee—Betsy and Helen met to identify possible fund-raising ideas, from an appeal letter to a theater benefit, and briefly pursued a Maine Community grant that turned out not to

support organizations like ours. Other grants will be researched. In order to apply for grants, technical information about the organization—annual budget, membership, current projects, officers, etc—must be included. Helen is looking into gathering that, to be ready to use on future grant proposals.

Betsy inquired about the gift shop artists' works and the possible need for curating or distinguishing between "fine craft" and more casual products. The e-commerce website does not yet have crafts on it—needs a selection policy?

Tom announced that two musical Presentations scheduled for the YAA building have been postponed until 2021.

Scholarships—Andrew was overseeing scholarship applications and is absent tonight. College scholarship applications for 2020 are required to be vetted by the committee Chair and the Board and a winner announced this September, 2020. Tom will follow up with Andrew.

The next YAA Board meeting is Weds, September 16, at the Gallery with masks, at 6p.

Tom adjourned the meeting at 7:45.

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Motion #1

I [Glen] move the following resolution, "Resolved that that the YAA Board of Directors adopt the Core Strategic Intention as stated in the Draft of Effective Strategies in Planning: The Core Strategic Intention of the York Art Association is to support our members and the community with the means for productivity, efficiency, and rationality and our capacity for kindness, respect, compassion, generosity, and caring towards each other; supportive of economic, environmental, and social justice, and our ability to treat others and the Earth as manifestations of the sacred rather than as simple vehicles to achieve our own needs."

Motion #2

I [Glen] move the following resolution, "Resolved that the YAA Board of Directors adopt the New Vision for York Art Association, The York Art and Culture Center, proposed by YAA President Thomas Merriam and as stated in the Draft of Effective Strategies in Planning:

YORK ART & CULTURAL CENTER

New Vision for the York Art Association

We live in a community of bright, intelligent and highly creative people. In a destination that by its own nature, attracts thousands of tourists every year. We have every reason to take full advantage of these benefits.

The art business has changed dramatically since 2007. Economy and a younger generation are forcing us to rethink the way we sell art. We are forced to change with the times or die as an organization. We must come up with a comprehensive plan to bring our organization into the 21st century.

Our little gallery in York Harbor is like a restaurant that offers only 1 or 2 items on its menu. It's time to think outside the box. Crawl out of the hole we are living in and make the oldest art association in the state of Maine something great. I want the world to see York as THE art community. Create a destination that is an icon of the community. This will include leading edge technology, education and art.

This plan will include YOU. You're input and help will make this a reality. This may be one of the most noble endeavors our organization has embarked upon. Please stand with us as we move this ship forward.

This may feel scary to some of us, but I believe the risks we take will pay off.

Our board will adopt new practices, policies and procedures to help us govern better. We will develop our website and social media that will be attractive and easy to understand. We will use all means necessary to promote local artists and artisans and market their work. We will find ways to involve young people and interest them in the arts.

My proposal is to open a new location for YAA. Acquire a property that has enough space for parking and expansion. Create or re-create a building that will be an architectural spectacle. Something that will turn heads and attract visitors. It should include an artist's garden that features, kinetic art, sculpture and water and garden design. Classroom and workshop space with modern equipment to aid in teaching and creating. Multiple galleries that include: Children and youth art, Senior art, dimensional art, a craft gallery, meeting rooms, and gift shop.

We need an educational program that includes classes in every aspect of art imaginable. Delving into new ideas such as kinetic, digital, body art, graphics, shadow and light, sculpture, writing, poetry, dance and music.

We could retain our current facility in the harbor and turn it into a performing arts center with a regular schedule of performances in music, writing, theater and poetry. Special art shows may be presented there as well. We can raise the ceiling, push the inner walls back and create more space.

Yes, this will require a lot of planning and work, but how exciting. I believe it will make a statement to our community that we are here, that we can make York even more beautiful and that art is very important to our culture. Let's turn our ship around and join hands in this most noble cause."

Thomas Merriam, President - YAA Board of Directors

<u>Motion #3</u>

I [Glen] move that the President appoint a York Art Association Strategic Planning Committee (YAASPC) Chair, with at least three YAASPC members from the YAA Board of Directors including the Chair and as many members of YAA as needed to accomplish a Strategic Plan, which focuses YAA priorities.

Effective Strategies in Planning

Developing Strategic Intentions

Think of *Strategic Intention* as the North Star. Strategic Plans are more like a map through territory and can be out of date the moment they are written down as the political, economic or social landscapes shift. A plan to get from point A to point B may be a good idea, and it's also good to know that there are larger systems that are less mutable, that can guide us as we adapt to real time while still holding direction.

The Core Strategic Intention of the York Art Association is to support our members and the community with the means for productivity, efficiency, and rationality and our capacity for kindness, respect, compassion, generosity, and caring towards each other; supportive of economic, environmental, and social justice, and our ability to treat others and the Earth as manifestations of the sacred rather than as simple vehicles to achieve our own needs.

YAA's Purpose and Mission using the *Core Strategic Intention* and a Strategic Plan that focuses priorities. For example:

Maintain Governance- Include Governance Checklist in BOD Meeting Agenda, and

Capacity Building - The ability to deliver our mission effectively now, and in the future. **Capacity building is an investment in the effectiveness and future sustainability of YAA.** Distinct capacity building projects, such as identifying a communications strategy, improving volunteer recruitment, ensuring thoughtful leadership succession, updating our technology, a capital campaign, and improving how we measures project outcomes, all build the capacity of YAA to effectively deliver our mission. When capacity building is successful, **it strengthens YAA's ability to fulfill our mission over time, thereby enhancing our ability to have a positive impact on lives and communities**,

Etc.

Vision and Strategic Intention

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Thomas Merriam, President - YAA Board of Directors

"I want to fulfill YAAs' purpose and mission by supporting the Presidents' vision with governance and facilities."

Glen MacWilliams, YAA Director