

Tarpon Springs Art Association General Membership Meeting

February 1, 2021 via Zoom, 1 PM EST.

President Lynn Pierson called the meeting to order.

No visitors attended this meeting.

Secretary's Report: Lynn Hudson Kopala reported that notes for the January 2021 TSAA General Membership Meeting, and the TSAA Board Meeting, were written, sent for comment, and approved.

Treasurer's Report: Sue McCubbin, Treasurer, presented the current balance in TSAA accounts. She announced that the 2020 TSAA Year End Financial Report had been accepted by the TSAA Board. She also stated that she had paid the 2021 Florida corporation fee.

Membership and Newsletter: Patsy Renz reported that 42 checks for 2021 dues have been received from members. The 2020 membership level was around 100. Patsy asked for material for the next newsletter be sent to her by February 18.

- Lynn Pierson asked the Members to comment about the decline in the number of paid-up members, and called for ideas to attract and retain members.
- Sue McCubbin commented that in the past, many people joined TSAA in order to participate in the Winter Show and reception at the Cultural Center. Due to the unavailability of that venue during renovation and restoration, and, in 2020, the impossibility of holding the show elsewhere due to the pandemic, the traditional Winter Show has not been held in recent years.
- Sherry Orr observed that her contacts at the Cultural Center have told her that they want TSAA to hold shows there in the future, but it is not known when the venue will be available, and how much space TSAA will have to display.
- Nancy Moakler commented that there are advantages to TSAA using Zoom to build our offerings and make them more widely available. Then, it was also noted that many of our members may not be familiar with Zoom or other electronic platforms. Lynn Hudson Kopala volunteered to mail information about Zoom and inquiries to members who have not yet renewed.
- Other comments included that members had moved away permanently and/or otherwise had not been in this area over the past 14 months.
- In summary, a variety of factors have been in play that cumulatively may have affected the evident decline in the size of our membership.

Lynn Pierson asked that the Members attending this meeting send ideas to her to be included in a survey to be sent to present and past members.

Report of the Nominating Committee for the office of Treasurer. Trish Gregory reported that TSAA member Martha Hickey has been identified as a qualified and enthusiastic candidate for Treasurer.

Publicity: Sue Thomas is drafting a communication to the Membership reminding them of upcoming TSAA activities and how to access them.

- The Tarpon Springs Fine Arts Festival on the Bayou to have been held in March has been cancelled due to the continuing pandemic.
- Trish Gregory will inquire how long the current art displays in the light boxes on the Sponge Docks will be mounted. She encouraged TSAA members to be ready to submit work for consideration for the next round of displays.

Programs/Special Events/Outreach:

- Sherry Orr mentioned that TSAA Member Heather Risley did plein air painting in Tarpon Springs recently; Sherry encouraged other members to do so.
- April 2021 TSAA Meeting – TSAA's April meeting is traditionally a picnic and judged show with prizes. We are currently not certain that we will be able to hold this type of event in April 2021. (In April 2020, we were already in Covid 19 "lockdown" and therefore the event was not held.) This matter will be explored by the TSAA Board, appropriate officials consulted, and discussed at the March 1, 2021 General Membership meeting to be held via Zoom.
- A discussion ensued about holding post-General Membership Meeting demonstrations and special events via Zoom. Members mentioned several names of artists who use Zoom now for classes and demonstrations. President Lynn Pierson encouraged members to approach people they know, and asked members to forward names and contact information to her.

Sunshine: Lynn Kopala sent three cards to TSAA members during January.

Venues: The AdventHealth – North Pinellas venue is still closed, as is the Performing Arts Center. We exchanged work at Valley Bank – Tarpon Springs and will do so again in early March. The TSAA member work will hang at the Chamber of Commerce

through March, after which new work will be hung. An opening exists for three pieces of Tarpon Springs and/or Florida themed work to be displayed at the Hampton Inn from April through June.

Artist of the Month (AOTM): The next AOTM event will be held online during February 2021. The revised procedures were sent to the Membership via email prior to this General Membership Meeting. They are also included in the January TSAA Newsletter and will be posted to TSAA's website and Facebook Page. Only members who have paid their 2021 dues will be eligible to enter work and to vote.

Proposed 2022 Dues and Discussion of TSAA's Ongoing Financial Status and Expenses.

Communication to Membership In Advance of February 1, 2021 Meeting: In accordance with the By Laws, the Board emailed an announcement to the Membership regarding the decision it made at its January 25, 2021 TSAA Board Meeting to propose to raise annual membership dues, beginning with 2022, from the current \$25 to \$40.

- The President opened the floor to discussion. Members observed this represented a substantial increase. Sue McCubbin noted that current dues do not replace operating costs, so TSAA is running a deficit in operating expenses. Several members stated that the \$40 proposed for dues is closer to what similar organizations, such as PAVA and the Pastel Society charge. One member stated that she thought most in the Membership would not object to the increase if they understood more about TSAA's expenses, including insurance, corporation fees, and such.
- It was also noted that membership dues had not been raised in many years, and that when an organization does not raise dues gradually, a big jump may be necessary (as in our case).
- A motion was made by Sue Thomas, and seconded by Sherry Orr, to accept the TSAA Board's proposal to raise annual membership dues from \$25 to \$40, effective for calendar year 2022. The motion carried unanimously by voice vote.

Old Business:

TSAA By Law Changes: After drafting and detailed discussion by TSAA's Board, which focused on phrasing and word choices for clarity purposes, the By Laws final draft was approved and emailed to the Membership prior to this meeting for consideration.

- The President asked for questions and discussion. A member stated that the position of "Correspondence Secretary" seemed to have been eliminated. The drafters explained they eliminated that position because it had not been filled for several years, and is evidently not needed. The "Secretary" office is understood to include correspondence, if necessary. Sherry Orr suggested that the TSAA Board add language next year to clarify that correspondence, if any, would be handled by the Secretary.
- A motion was made by Heather Risley, and seconded by Judy Moakler, to accept the amended By Laws for 2021 as proposed by the TSAA Board, with a notation to clarify the Secretary's duties in the next revision. The motion carried unanimously by voice vote.

Annual Election of TSAA Officers: In accordance with Article 5, Section 2 of the TSAA By Laws, officers for the upcoming program year of May 2021 through April 2022 were nominated and elected during the February General Meeting. This year, the following current officers agreed to stand for reelection: President, Lynn Pierson; Vice President, Sherry Orr; and Secretary, Lynn Hudson Kopala. The Nominating Committee identified Martha Hickey as a qualified and enthusiastic candidate for Treasurer.

It was established that the 23 members present at this meeting via Zoom constituted a quorum for election and voting purposes. The following table documents the nomination and voting.

Election for TSAA Officers, Term of May 2021 through April 2022

Position	Nominee	Nominated by/ Seconded by	Discussion/Floor Nomination(s)	Voice Vote
President	Lynn Pierson	Trish Gregory/Sherry Orr	None	Aye Unanimous
Vice President	Sherry Orr	Kathy Detrano/Trish Gregory	None	Aye Unanimous
Secretary	Lynn Hudson Kopala	Trish Gregory/Kathy Detrano	None	Aye Unanimous
Treasurer	Martha Hickey	Kathy Detrano/ Sue Thomas	None	Aye Unanimous

The President adjourned the business portion of the meeting at 2:10 EST.

Following the business meeting, Sherry Orr presented an interview with TSAA Member Patsy Renz, showcasing Patsy's realistic and evocative paintings and drawings of animals, ranch life, and nature. Slides from the presentation will be posted on TSAA's electronic platforms.

The next TSAA General Membership Meeting will be held via Zoom on Monday, March 1, 2021 at 1 PM EST.

Respectfully submitted, by Lynn Hudson Kopala, Secretary