

## MINUTES OF DECEMBER 14, 2012, BRAA BOARD MEETING

12:30 – 2:30 P.M., Famous Anthony's

Present:

Robi Sallee  
Nancy Norton  
Danie Janov  
Gerri Young  
Den Bento  
Herb Bento  
Larry Mitchell  
Cecilia Riegert  
Jack Burn  
M.J. Burn  
Fred Jones  
Jeanette Bowker

Robi Sallee brought the meeting to order at approximately 1:30. Minutes from the November board meeting were accepted as written.

Items presented:

### 2013 ANNUAL MEETING – PRESENTER NANCY NORTON

2013 Annual Meeting has been set for Nov. 17, at the Blacksburg Library. The library management has agreed to co-sponsor the event, which means they will provide marketing for it. The speaker will present on the theme of "Poetic Visions: What Poets See When They Look at Art."

Danie Janov and Nancy have worked out a list of possible presentations and workshops for 2013 and a survey will be distributed to the members soon giving them a chance to indicate interest for the workshops they would like to attend. The workshops to be offered will be:

- 3-day Draw, Design, Discover
- Landscapes in Oil taught by Bill White, former Hollins University professor
- 2-day Transfer Techniques/Multi Media
- VMFA teacher for landscapes/still life in oil/watercolor
- 1-2 day botanicals in watercolor taught by Dawn Flores
- What a Relief, printmaking by VMFA instructor
- Free form sculpture in cloth and wire with recycled objects

Den Bento suggested the Artful Place in Blacksburg as a possible location for some of the workshops because she expects to be a studio renter there in 2013 and there is general space big enough for some small workshops.

## 2013 GALLERY SCHEDULE – PRESENTER JEANETTE BOWKER

A completed schedule for the BRAA galleries has been completed by the gallery committee -- Jeanette Bowker, Nancy Norton and Charlotte Chan. It will be distributed soon. Two long-time gallery coordinators, June Mullins and Lucy Ng have asked to be relieved of their positions. Delbert Jones will pick up the Stellar One Christiansburg Headquarters gallery and Pat Bevan will coordinate the Zeppoli's gallery. Fred Jones replaced Tammy Martin as the coordinator for the Pita Vera gallery.

Artists and coordinators will be notified before the end of 2013. The first of the new exhibits will go up Jan. 15, 2013.

Other places have requested BRAA exhibitions (NOT as official BRAA galleries). The Gallery Coordination Committee does not feel that these one-off shows fall within their purview. The group made the following decisions:

- Jacksonville Center for the Arts requested a BRAA exhibition be scheduled in their Breezeway Gallery. It was agreed that it would be okay if a number of BRAA artists got together to exhibit in this venue and represent the BRAA. Gerri Young volunteered to be the coordinator for what at this time is expected to be a one-time event for 2013.
- Kent Square – Town of Blacksburg, Lisa Sedlak, contacted Robi Sallee to ask for BRAA art to go into one window of the vacant Sun Trust office on the corner of Washington and N. Main. Gerri Young coordinated this request. Gerri, Den Bento and Leslye Bloom filled the window in December for approximately one month. It is understood more requests of this nature for this window could be forthcoming as long as the space remains unrented. Gerri Young will recommend the window be offered to individual BRAA artists and will act as the POC for BRAA. Note to artists: This window is in full sun for several hours a day in good weather.
- University Club in Blacksburg – The manager of the University Club has offered this space for a BRAA exhibit in coordination with another scheduled event. Charlotte Chan will investigate further.

## MARKETING TEAM REPORT AND PRESENTATION – DEN BENTO AND GERRI YOUNG

Den and Gerri presented new designs for the BRAA logo, membership brochure, webpage and exhibit tags, projecting all the designs on the wall. The reception by the group was very positive.

- BROCHURE -- Gerri reported efforts were made to modernize and energize the brochure by youthful and colorful design, editing of narrative, and simplifying the application form.

- Robert Lyons Education Fund removed by previous agreement with the officers and Maxine Lyons.
- Nadine Allen Award defined
- Exhibiting artist info link provided
- Self-mailing blank portion eliminated to give us more info space (applicant must provide their own envelope now.)

Nancy Norton asked that a thin line of white space be placed between the artworks in the top and bottom collage strips of the brochure.

Robi Sallee suggested we rework the narrative where the words “we offer...” are repeatedly used.

Cecilia Riegert suggested we add Heartwood to the list of our partnerships on the brochure.

LOGO -- Attendees approved the use of the two-box logo presented with the adjustment of making the words “Established 1950” white or yellow to better stand out on the background. This logo can be presented in several formats as needed on print and/or electronic marketing.

WEB – A “dummy” webpage was demonstrated to show where the committee is going with it. As tabs on the new web become ready for viewing, the current web will be linked to them allowing viewers to go seamlessly from the old to the new so the old page will become an archive as the new page is phased in. A long “wish list” of what to include in the new web includes such things as live application for online filling, PayPal, live registration and PayPal for workshops, gallery of artists work and/or links to their pages, e-shop where purchasing of artwork could actually be done, etc. The team hopes to unveil a fairly well established new page by end of January, but it is expected some things will take longer because of complexity or unavailability on wix.com at this time. At the moment, the web is free because it will contain ads. To operate without ads, BRAA will have to pay a small monthly fee. Den and Tom report the wix.com is very easy to operate and the four team members will have the password and be available to update the pages as needed, making it far easier to keep the page fresh and up to date.

FACEBOOK/TWITTER – Den’s designs can also be used on Facebook and an example of it was presented. BRAA members are encouraged to post their own artwork on Facebook. (Gerri Young, Nancy Norton and Robi Sallee are currently the only administrators of the page, but members can post to the public wall if they wish. Admins can go deeper into the page to make behind the scene changes.) A Twitter page was recently set up by Gerri and is automatically filled when posts are made to Facebook.

EXHIBIT TAGS – Den presented a sample exhibit tag page featuring the new logo. Nancy stated artists should always print them on card stock, not light weight bond because they need to be strong enough to hold up through handling and long

exhibitions. Gerri stated one tag on the template will be removed and replaced with these instructions.

Thanks to all the BRAA artists who responded by sending digital photos of their artwork for the team to use in this project. Many were used in the sample brochure. Many more will appear on the webpage. The team aims to continually show the diversity of talent contained within the BRAA membership. Gerri reported that in all her work with Facebook she has seen many art organization webpages and the new BRAA page would be one of the very best when it is finished.

### NEW RIVER ART BIENNIAL JURIED EXHIBITION 2013

Leslye Bloom is chairing this event, but she was not present for the board meeting. Gerri Young stated that the committee for this exhibition would soon begin increased efforts to move forward with the planning of this significant event.

The Biennial Juried Exhibition is now set for Oct 2-Nov 9, 2013, at Perspective Gallery in Blacksburg. Reception is tentatively set for Oct. 4.

Michael Haga, Associate Dean, School of Arts, College of Charleston, S.C., who is well versed in a multiple of mediums, has agreed to act as juror for the show.

The New River Art website has been updated at [newriverart.org](http://newriverart.org) and a link to it placed on <http://www.blacksburgart.org>

Working with Leslye on this project are Gerri Young, Vikki King from BRAA and Diana Francis from the Creekmore Law Firm.

### TREASURER'S REPORT – VIKKI KING

Treasurer not present.

### CAIO –PRESENTER ROBI SALLEE

The BRAA pays \$300 a month for the use of office space and six, month-long exhibits in the front area of the CAIO. Some board members, including Nancy Norton and Charlotte Chan, feel we are not now getting nor could we get in the future enough value for our money.

Robi Sallee presented this subject and expressed her feeling that perhaps BRAA has gotten out of the space what we have put in to it, that we could do things better, such as:

- Change from mixed artist shows to solo, one-person shows. This should make the exhibits more cohesive, attractive, easier to put together and give our artists one more venue to showcase their work. Hopefully, shows of this nature will create more viewer interest as well.
- For better visibility, permanent lettering indicating BRAA presence/gallery be placed on the window. Manager of the office, Susan Mattingly, said this can be done.

- We will pursue the creation of a video/computer display of artwork in the window. BRAA purchased and installed a video screen in the window some time ago and it has never been utilized. Perhaps the Marketing Team efforts can work into utilizing this screen in the near future.
- Robi suggested we pursue painting of a mural on the small wall outside the CAIO window and/or painting a portion of the sidewalk, with town permission/building owner.
- Susan Mattingly has stated to Robi that she is willing to make physical changes to the inside of the CAIO which would allow for larger exhibition space for BRAA.

Larry Mitchell stated in his membership on the Arts and Cultural District committee for the town that the new district has been unanimously approved. He stated the old town hall building will eventually be changed to an art venue and could possibly become available to BRAA at a very reasonable rate. Because of this he feels staying in the CAIO space for the foreseeable future and maintaining that relationship may be the best thing to do.

Gerri Young stated that in view of the changes to the College Avenue area now in progress, the use of the CAIO in the not too distant future could become a much better bargain for us.

Danie Janov recommended the discussion regarding the CAIO be tabled for six months to let things get further along with the city before making a decision.

#### MISCELLANEOUS

Membership fees.... membership fees are now due and need to be paid by Jan 1. Visit BRAA web at [www.blacksburgart.org/member.html](http://www.blacksburgart.org/member.html) for further information and a membership form. Contact Tom at [tomknots@gmail.com](mailto:tomknots@gmail.com) if you have further questions.

Jack Burns asked if former approved exhibiting artists who had dropped out needed to reapply for exhibition status. The general consensus was that this would not be necessary. Nancy Norton who had to leave the board meeting early, later confirmed that this is true.

Robi Sallee reported that an intern from the university would begin working with BRAA in January for about 10 hours a week. She will be the recording secretary. She is majoring in public relations and minoring in arts management and education.

Robi Sallee asked for someone to take the lead on the project to paint the dental clinic mural. It was suggested that this request go out to the general membership to give every member a chance to be more involved. Robi agreed to send email of this nature.

Den Bento suggested a spring potluck gathering for BRAA be held on the Henderson Lawn. We would need permission from VT to do this.

NOTE: In my opinion (Gerri), it was a long and very productive meeting. The space in Famous Anthony's turned out to be, in my opinion, an excellent venue for the meeting, but we forgot to ask the attendee's how they felt about making this location the new home of

our monthly luncheon and board meetings. If you've read this far, will you let Robi know what you think about this subject?

Meeting adjourned by Robi at 2:30 p.m.

Prepared by Gerri Young