

Location – Moose Lodge 1470 in Christiansburg, VA

Charlotte Chan called the meeting to order at 1:06pm

Those present

- | | |
|-------------------|----------------|
| 1. Charlotte Chan | 5. Sue Hossack |
| 2. Alisa Colpitts | 6. Marvi Stine |
| 3. Linda Correll | 7. Gerri Young |
| 4. Teri Hoover | |

Charlotte introduced our new board member, Marvi Stine, treasurer

Secretary's report - Sue Hossack

The minutes of the last meeting were approved.

Treasurer's Report - Marvi Stine. See Appendix A

The Treasurer's report was accepted by those present.

Marvi is using (free software) GnuCash to manage the books, but is finding it limited in scope. For example it will not report on categories such as all membership payments. It is suggested that BRAA look at purchasing Quicken or MoneySpire for use by the treasurer before we get a large influx of renewals starting in October. Sue will investigate further.

Charlotte thanked Marvi for stepping up so quickly, they have already got the signatures changed at the bank.

Workshop report - Alisa Colpitts

The deli-paper playdate went well although six people who had registered did not show. Regrets were received from several of them. There were a total of eight present, including four board members. The next workshop has only seven people signed up so far. This workshop is for Keiko Tanabe, an internationally known artist and we need to at least break even on the cost. This workshop will be held at the Moose Lodge, which is a great space, and is free. Alisa will ask Keiko what she needs in the way of locations for plein air. Does she need to visit the site beforehand for example? The Hahn garden is one possible location but VT is now charging \$6 for visitor parking. Other examples: Yellow Sulphur Springs hotel, Heritage Park, Smithfield.

Alisa is setting up a workshop for late May 2021 with Tracy Budd of the Studio School, Roanoke. This would be the weekend before Memorial Day, and there would be no Radford or VT graduations that weekend. It was agreed that three days (Friday, Saturday, Sunday) would be set aside for this.

A playdate in March for gelli-plate may be setup. Discussion focused on whether to charge a token \$10 for a playdate, so people would be less likely to drop out at the last minute without notifying anyone. A playdate in the fall is also being considered. Linda suggested that we reach out to membership for their suggestions of their favorite teacher, mentor, and/or subjects for workshops. , Examples may be painting on rice paper, weaving (Jennifer Newcomb did a class at the H'Arts on Main in February this year). Should we consider other media topics such as sculpture? Maybe Larry Bechtel would teach a class on sculpture? The problem is that fewer people are interested in attending these workshops.

Marketing report – Teri Hoover

October workshop marketing: Plans are to send a second email to the membership, and daily posts on Facebook. Sue will provide credentials for Instagram so that can be linked to Facebook and the posts done in one place.

Charlotte requested that marketing combine several notices rather than sending several separate ones in a day.

Community Gallery report - Charlotte Chan

Ruth Lefko and Michele Walter are now on the committee and working on the schedule for next year. Those artists whose shows were cancelled because of Covid have been offered the same space and time slot for next year.

There are two or three volunteers interested in becoming gallery coordinators. After discussion, it was decided that Teri would train the new volunteers in the best way to perform the task, and would write up the details in a handbook section (template provided by Sue) and would hold a meeting of the gallery coordinators to make sure everyone was using the same process, and to share her email/word templates. Sue will provide an email contact list of the coordinators to Teri so that she can contact all the coordinators in one email.

There was a discussion on whether the Moose lodge should become a community gallery since they would love to showcase some art. Charlotte felt we did not have enough artists to fill the galleries that we already have so that if individual artists wanted to do so, they could, but the Moose would not be added to the gallery list at this time.

Holding a Christmas store at the Moose was also discussed, but it was felt it would involve too much work for little gain.

Members' meetings report - Robi Sallee

Robi was not present, so no report was given. Alisa has suggested Robert Smith as a possible speaker in the future.

Public Art report - Linda Correll

Linda reported that she and Sue had been working on the Public Art webpage and sponsorship form. She has contacted a number of possible organizations that might be interested in having BRAA sponsor public art. She also mentioned a community project that has been proposed by the Blacksburg Mayor, Leslie Hager-Smith, to use 50-odd old ROTC uniforms. Gerri has proposed deconstructing the uniforms and using the resulting material to make tote bags for sale, but she does not want to head up the project. It was agreed that BRAA would undertake this project in some way.

Linda shared Diane Relf's idea and concept that she presented to the Hahn garden and for BRAA participation. This concept is to have premade forms of a subject (such as butterflies, dogwood, hummingbirds, others) in two sizes and offer these for participants to paint for a fundraiser for the Hahn gardens. This could be expanded to be more of a community event if there was interest. This is an idea taken from the University of Tenn. Art in the Garden program. <https://ag.tennessee.edu/news/Pages/NR-2020-02-ArtintheGarden.aspx> Their program provides the forms for an entry fee (\$20 for small, \$30 for large). The art is then auctioned off in the fall after being displayed throughout the summer. The forms themselves were donated/sponsored by businesses in the community

Notes: This needs a leader if a community project, and involves cost to make the forms, Hahn is considering at this point but nothing has been determined. Linda to follow up with Hahn and see how this can work if parties are interested.

Handbook update - Linda Correll

Linda thanked everyone for completing their portion of the handbook. This is becoming increasingly useful for new board and committee members. It was pointed out that the handbook sections were public so for everyone to be sure there is no private or personal information included.

Renewal time for membership - Ava Howard

Ava was not present, so no report was given. However, the following points were raised concerning renewal time coming up in October.

- Consider sending email to previous members who did not renew last year or in the years previously. Sue has set up Mail Merge so the spreadsheet list of emails can easily be used to send out a 'blast' personalized email.
- Send reminder notice to current Members.
- Include link in the email and newsletter to the membership join/renew page: <https://www.blacksburgart.org/joinus>
- Emphasize that members who are renewing and their details have not changed, that they don't have to fill out whole form

Annual Meeting in November:

Covid restrictions are going to make it difficult to hold a general meeting, so the thought is to conduct voting for board members online, and to offer some sort of online presentation to members. Past accomplishments and plans for the future will be promoted in the newsletter.

Suggestions for events to engage members and recruit new members – This has been tabled until Covid has died down.

Old Business/action items: None. All action items have been completed

New Business

Gerri reported that she, Jesse Burgardt, and Rhonda Whitehurst met with the Pulaski Fine Arts Center to discuss the New River Biennial. Jesse has also put in a request to the Moss Center for 2025 when BRAA will be hosting.

Gerri and Lois have been going through the documents in the basement of the Artful Lawyer and putting together history articles for the website and the newsletter

Action Items

- Sue will investigate financial software [Done, Marvi now using MoneySpire]
- Sue will provide credentials for Instagram to Marketing [Done]
- Alisa will ask Keiko what she needs in the way of locations for plein air. [Done]
- Gerri to change/remove the post and remind the artist to pay her dues [Done]
- Charlotte to contact Jennifer Newcomb re weaving playdate [Done]
- Sue to provide an email list for the coordinators to Teri [Done]
- Sue to create blank handbook section template for Teri [Done]
- Teri to document gallery coordination tasks for handbook [Done]
- Teri to contact gallery coordinators
- Teri to contact and work with new volunteers
- Teri to remind membership to send email to newsletter regarding exhibitions etc
- Linda to follow up with Hahn Garden re University of Tennessee Art in the Garden idea.

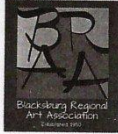
The meeting was brought to a close at 3:26pm

Respectfully Submitted

Sue Hossack

BRAA Secretary

Appendix A Treasurer's report



Blacksburg Regional Art Association
PO Box 525
Blacksburg, VA 24063
www.blacksburgart.org

TREASURER REPORT

1 AUGUST 2020 TO 31 AUGUST, 2020

NATIONAL BANK OF BLACKSBURG

BEGINNING BALANCE: \$35,346.64

AUGUST INCOME: \$2,350.88

AUGUST EXPENSES: \$176.84

ENDING BALANCE: \$37,520.68

CAPITAL ONE BANK MONEY MARKET

BEGINNING BALANCE: \$23,207.63

INTEREST: \$5.90

ENDING BALANCE: \$23,213.53