

BRAA Board Meeting Minutes, March 7, 2014, 1:00PM

Creekmore Law Office

Prepared by Fred Jones

In attendance: Robi Sallee (RS), Jeanette Bowker (JB), Charlotte Chan (CC), Teri Hoover (TH), Nancy Norton (NN), Gerri Young (GY), Fred Jones (FJ)

Agenda provided by Gerri Young

OLD BUSINESS

1. Gallery Report

- a. CC said that Blue Ridge Cancer Care has still not installed a hanging system and even though they have paid the gallery fee it is not possible to hang works there as scheduled. The board decided that CC and GY would cancel their hanging and that Darcy Meeker and Jordi Calvera would hang their work in March when the system is complete and stay through the second quarter.
- b. Discussion ensued concerning framing requirements for exhibiting artists. Some artist's works are not meeting the requirements of "professional" framing/presentation. Decision made to have individual board members work with artists not meeting the standards. Robi volunteered for this job.

2. Treasurer's Report

- a. JB stated total assets are: \$43,361.59. Of that total \$14,057 in checking plus the \$22,000 + in MMkt belong to BRAA. Remainder belongs to New River Art Biennial, Nadine Allen fund, etc.
- b. Discussion followed regarding details of accounting. GY noted that by-laws require our accountant to produce a profit and loss statement every month, which means Jeanette should submit her accounting file by email to accountant Alice Ledford at the end of each month. GY noted that new spreadsheet system is working well with only minor corrections for this month.
- c. GY discussed difference between "Merchant Partner" and "Art Supporter." Decided they are the same category. Both categories will remain in place for the time being to avoid having to make new brochures again.
- d. NN asked if all exhibiting artists now showing have paid their dues. NN will send out emails to any exhibiting artists who have not yet paid.

3. Program report

- a. TH reported there were 42 people in attendance for the Chuck Hoover color presentation. Costs including room rental and flyer totaled \$62.25. The talk lasted 45 minutes and questions took another 15 minutes.

- b. CC reported on the success of Jennifer Carpenter's class. 13 people signed up. CC provided a written breakdown of class. BRAA netted \$637.63 on the workshop. CC noted success was in large part because Carpenter's fee was so low. CC noted that the room at the Newport Rec Center could not hold more students than enrolled in this class and that the heating for the room was insufficient. Future classes at the Newport Rec Center would be better in warmer months.
 - c. CC brought up concerns regarding refunding workshop tuition for students who cancel. Board decided that full refunds will be provided for cancellations up to two weeks prior to class date. After that time refunds will only be provided if a replacement student can be found.
 - d. CC proposed that the students who missed Carpenter's workshop (Vanessa, Toni, and Sarah) be allowed to take the next Carpenter workshop at no charge. Board agreed.
4. CAIO progress
- a. Signage on CAIO window
 - 1. GY noted that due to weather, etc. it has taken longer than expected but should be installed very soon. (Note: completed March 12.)
 - b. CAIO Monitor
 - 1. Bill Pulley will get monitor up and running with assistance from Riley Chan if necessary.
 - c. CAIO clean up
 - 1. GY gave report on all changes and cleanup of storage areas. Mirror and stand found and used for Jennifer Carpenter's class.
 - d. Marketing CAIO
 - 1. GY presented BRAA business cards to all board members and will give cards to all members attending the lunch so that all members can market BRAA. (Note: done March 14)
 - 2. GY spoke to Larry Mitchell about a photo frame that he will donate to BRAA for the reception desk/or events to promote BRAA. (Note: item discussed with Larry turned out not to be a photo frame. It is some other techno gadget we will investigate.)
 - 3. GY will purchase an additional acrylic business card display for Point West. (Note: done, except that it is a brochure holder instead.)
 - 4. JB suggested a call be put out for new art images to be featured in the monitor presentation. GY stated that she will put out the call and require specific labeling guidelines. (Note: this is a big project and will take time to complete, between figuring out the electronics and producing the presentation to show on it.)
 - 5. GY demonstrated the new brochure (made with Den's assistance). It will be much better in the display rack with key information now easily visible.

6. GY will secure good paper for printing up the brochure at New River Office Supply. Additionally, BRAA will pay for printer paper for Gerri and Jeanette since they print so many pages for BRAA work. (Note: done, printed, folded and in several places. Paper for G and J purchased. BRAA account set up at New River Office Supply for future purchases and ease of billing directly to BRAA.)
5. Kroger Cares
 - a. GY has not had time to pursue. FJ will handle. (Note: This is now set up and in the decision process regarding how to handle the cards.)
6. New Membership fees and Membership update
 - a. GY: Brochures with new fee structure will be printed soon. It was decided that BRAA should honor any fees that come in based on old brochures still in existence. (Note: new brochures printed, pdf loaded on webpage, updated printer friendly application loaded as well. Copies placed in CAIO and at Pointe West and Mish Mish.)

NEW BUSINESS

1. Montgomery Museum High School Art Shows
 - a. GY reported that Judy Crowgey and Nancy Trump judged the C'burg HS show and TH gave a presentation at the awards ceremony and took photos. Marie Collier prepared all the certificates and ribbons. Nancy Trump will judge the Auburn HS show with another yet to be announced judge. Marie will prepare the certificates and ribbons.
 - b. NN reported the BRAA has funded the VMFA programming for all the Montgomery Schools. It did not happen last year due to VMFA funding issues. Betty Moore has been the contact person. This subject needs further research.
 - c. JB stated the High School art show awards were presented as gift certificates to Mish Mish. Board agreed this was a good idea and we should continue.
 - d. Board agreed to annually fund awards for both C'burg and Auburn at \$50 for first, \$30 for second, \$20 for third place in the form of Mish Mish gift certificates. Montgomery Museum will to own the show, with BRAA providing award funding, judges, ribbons and certificates. GY will put together a draft on this issue.
2. Newport Rec Center library grand opening
 - a. GY reported that she wanted someone to lead the BRAA art portion of the program and had gotten no volunteers to coordinate the art show/sale in response to a big email to all members. Later GY put together a form on Wufoo.com for volunteers to participate or volunteer. Signups automatically jump into spreadsheet. (Note: about 20 pieces entered through this form as of March 16 and several people have volunteered to take part. GY is leading.)

- b. GY stated art could be left for a day or month. It was decided that after the first day, art sales will be made by contacting the artist.
- c. GY gave report on the day's activities on April 5 from 10 to 5.

3. 16 Squares Project

- a. NN reported that she thinks the project will go forward. Paula Golden extended the deadline and insisted that the works be judged but that may not be possible. NN would like help deciding how to arrange the pieces on the board.
- b. JB asked if the work will be labeled as a BRAA project. NN said yes.
- c. GY pointed out prospectus problems. Suggested that standard panels would have been better for this project, but it is expected to be a one-time event.

4. Heritage Day, Montgomery Museum

- a. GY gave a brief description of the art competition scheduled for Aug 23 by Sue Farrar involving artworks featuring this area and/or Lewis Miller locations.
- b. GY reported that the museum wants to use BRAA tent at no charge
- c. GY suggested BRAA be involved in the set up and color code tent parts.
- d. Discussed partnership with the museum. Board felt rental fee should be charged and museum take care of all transport and set up of the tent.

5. Art at the Market in July

- a. GY discussed setting up tent for marketing purposes. Art would be mainly for display purposes, but could be sold. Main goal is the marketing of BRAA and only art from 1-2 artists should be shown that day to prevent it being too scattered looking inside the tent.
- b. GY will look into details for the event before deciding what exactly to do.

5. DBI coupon sheet

- a. GY suggested that BRAA have a coupon for a workshop discount
- b. NN suggested a discount for a membership would be better.
- c. NN suggested the discount essentially prorate the membership fee for 2014 so that it would be half the regular price. (NOTE: This project is cancelled due to finding out from DBI that the coupon sheet is only for downtown retail businesses.)

6. Car trip to Virginia Watercolor Society show in Lynchburg

- a. GY would like BRAA to sponsor a car trip to see this show. June 7 enthusiastically decided for the date.

7. MISC. BUSINESS

- a. Themed Exhibit at VTLS- JB asked if only exhibiting artists could enter. Board decided it would be open to entire membership.

Meeting adjourned about 3 p.m.

Prepared by Fred Jones
Edited by Gerri Young

NOTES FROM MARCH 14 LUNCHEON

- a. Excellent turnout with a total of 25 people counting our speaker, Adam Donato from CardIsle.com. I think this may be a record not only for attendance, but also for high energy. Several new members came and one made a point of saying how happy she is to have found our organization. Intros were made all around and several people told of shows or events they had coming up.
- b. Room not ready and not cleaned, some confusion on the part of the restaurant for the first time. We decided on the U shape table set up facing the video monitor should be used from now on and let the staff know that.
- c. Jeanette Bowker gave the details regarding the VTLS Theme show in July and reminded everyone to go to the webpage for all the info and registration forms. She also asked for a volunteer to work with her on this show in preparation for them to take it over next year.
- d. Ava Howard brought everyone up to date on the Newport Village Library opening event and BRAA's art participation in it. Gerri reminded all that the wufoo.com registration form is loaded on the web.
- e. Ann Groves presented information on upcoming art competition in support of Stadium Woods.
- f. Sue Farrar, Montgomery Museum, reminded all of the Robin Poteet watercolor class coming this month and of Heritage Day in August.
- g. Adam Donato, CardIsle co-founder, made the Art Spot presentation on their automated greeting card machine and their need for local artwork. A 4% commission for use of artwork will be paid to any participating artists. His pitch was well received with lots of questions being asked.

GY