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## Minutes

Location – Zoom online

Charlotte called the meeting to order at 2:03pm

Those present:

1. Jesse Burgardt
2. Charlotte Chan
3. Linda Correll
4. Teri Hoover
5. Sue Hossack
6. Ava Howard
7. Lois Stephens
8. Marvi Stine
9. Gerri Young

Secretary's report - Sue Hossack

The minutes of the last meeting were approved.

Treasurer's Report - Marvi Stine

Quick summary-as of the end of the year (2020) the NBB account has \$38,854.90 in it and the CapitalOne account has \$23,236.75. The accountant (Alice Ledford) has all of the info to do the end of the year accounting. Charlotte has gone over the books to

verify all expenses paid by the treasurer are legitimate. Marvi will look at getting a better return on our money than we are currently getting with CapitalOne.

The Treasurer's report was accepted by those present. See Appendix A for details

Procedure for 'phishing' requests: Any email request for money going to a board member should be forwarded to the Treasurer. The treasurer will confirm by phone with the requestor that the request is valid. Request for expenses need to be accompanied by the reimbursement request form on the website.

### Discussion of The Artful Lawyer (TAL)

The options are:

- Stay at TAL as a community gallery
- Stay at TAL but change it to be a space for all members in some way (and work on a plan to make this happen)
- Move to Pointe West and use a storage unit

After some discussion, the option to make the gallery into a co-op was the preferred option but no decision was made as yet. Instead Sue will conduct a poll of the members to see if there is enough interest in doing this. The poll will also include asking who has 3D work to show, and what activities members would like to see this coming year. If we have enough members interested we will work out how to accomplish this.

James Creekmore had advised us that painting of the walls would be going on this month; he also promised us more keys. Sue will follow up with him, and determine if the new part-time employee has started yet.

Regarding adding 3D space at Pointe West even if we remain at TAL: Sue will poll membership to see if we have enough interested, and will ask James if we may purchase some of the glass shelves he has in storage.

### Announcements: who makes them and what are the parameters?

The Marketing report gave some guidelines: (See Appendix C).

In general, a committee chair may send out announcements that are relevant to their mission and/or time-sensitive non-BRAA items (e.g. New sculpture installation at Hahn, interesting art-related articles, recommendations for online classes, etc). A larger BRAA event, that should be sent out to the community should be sent to Marketing, for them to format and release. Marketing will need dates, times, locations and details. Marketing are responsible for announcing workshops and play-dates. Gerri noted that any announcements sent by board members to the membership will be passed on to the community at large by Marketing when appropriate.

Another suggestion was that individual items that are going in the newsletter could be sent to the membership before the newsletter comes out.

It was requested that when Marketing (or others) forwards emails to membership, they should be cleared of any to/from information which tends to make them look like chain letters. (e.g emails forwarded several times have multiple address headers). This detail should be included in the Marketing Procedures document. Most emails that are requesting a response will contain any contact information already.

#### Meeting Planning Committee Chair:

Charlotte will ask the membership if anyone is interested in taking this on. Until we get a new Meeting Planning chair, we will take it in turns to organize the monthly luncheons. These will be Zoom meetings for the next few months (at least) depending on the state of vaccinations. Whoever is leading the meeting will send out the announcement.

- February: Charlotte will do 'Show and Tell'
- March: Sue or Ava (Ava if she can find an online Art topic)
- April: Linda

Sue will take care of reminding the board when the next meeting is coming up. Linda wondered if members would be interested in hearing James (or someone else) discussing Contracts for art projects. It was felt that having James speaking again would not be ideal, but that talking about contacts might be a good topic. Charlotte wondered if we could have non-art-related topics such as cooking, either for a virtual playdate or a monthly luncheon. Another suggestion was Sue to talk about using a spreadsheet to maintain art inventory and generate art tags.

#### Committee Reports:

All committee reports are located in the appendices below.  
In addition to the reports there were some discussion points as follows:

#### Membership:

Ava wondered if we should plan a membership drive of some sort, as our membership is falling. We are losing out by being unable to host in-person luncheons.

Some ideas:

- Tell members they can bring a friend to a Zoom 'luncheon'. The link to the Zoom meeting is already on the website for non-members to follow.
- Add information about how to join at these meetings – e.g. display the information on the Zoom screen before and after the meeting. (When we have in-person gatherings we can put out membership forms and details of online payment options).
- Restore advertizing at The Lyric
- Put an article/press release/advert in New River Valley Magazine. (Gerri noted that a ¼ page advert costs \$500).
- Multiple blasts to advertise workshops to members and community
- Hold a special event to attract potential members
- Display photos of gallery art

### Public Art

Linda reported that the mural project at the Pulaski Community Youth Center is going to need funding, and she asked if anyone had experience of grant writing. Kim Kirk at the Moose was suggested, as was Lee Chichester in Floyd, and the Community Foundation.

### Workshops/Playdates

Charlotte reported that the tapestry playdate by Jennifer Newcomb won't be held until later in the year as Jennifer wants to wait until people are vaccinated. We as a board agreed that we would not hold in-person play dates for the next few months at least. Regarding the Moose members' exhibit: Sue will poll the membership to see if anyone else wants to be included and whether current exhibitors want to swap out their art.

### Focus/goals for coming year 2021

- Increase membership
- Involve members more, get more volunteers
- Ask membership what they expect from the association
- Ask members what they want for play dates, monthly gatherings.

### New Business

Charlotte brought up the cost of the print newsletter: postage itself costs more than \$5 per year, plus the expense of printing. Members pay only \$5 for the privilege so that does not cover costs. However, it was felt that it was a service to our older members and we should not change the price. There are currently six members receiving a print copy.

The next Board meeting is set for April 15<sup>th</sup> at 2pm, by Zoom.

The meeting was brought to a close at 3:30 p.m.

### **Action Items:**

Task	Responsible
Investigate other CD options for monies	Marvi
Remove forwarding info from emails when sending to membership	Teri/Gerri
Include wording regarding forwarding emails to membership (remove to/from chain etc) in Marketing procedures.	Teri/Gerri
Ask members for volunteer for Chair of the Planning Meeting to replace Robi.	Charlotte
Find out from James if painting being done at TAL	Sue

Find out from James if the new employee has started yet.	Sue
Ask James if we may purchase some of the glass shelves he has in storage	Sue
Send reminders about upcoming luncheons to leader of each	Sue
February Luncheon :	Charlotte,
March Luncheon:	Sue or Ava
April Luncheon:	Linda
Develop plans for a membership drive	Ava and Teri/Gerri
Contact NRV magazine re article or advertising	Teri/Gerri
Poll membership on TAL, etc	Sue
Poll members regarding Moose show	Sue

Respectfully Submitted

Sue Hossack

BRAA Secretary

**Appendix A: Treasurer’s reports for last quarter:**

<p><b>TREASURER REPORT</b></p> <p>1 DECEMBER, 2020 TO 31 DECEMBER, 2020</p> <p><b>NATIONAL BANK OF BLACKSBURG</b></p> <p>BEGINNING BALANCE: \$ 38,186.49          INCOME: \$1,118.41          EXPENSE: \$ 450.00          ENDING BALANCE: \$ 38854.90</p> <p><b>CAPITAL ONE MONEY MARKET</b></p> <p>BEGINNING BALANCE: \$ 23,230.85          INTEREST: \$ 5.90          ENDING BALANCE: \$ 23,236.75</p>	<p><b>TREASURER REPORT</b></p> <p>NOV. TO 30 NOV.</p> <p><b>NATIONAL BANK OF BLACKSBURG</b></p> <p>BEGINNING BALANCE: \$38,065.75</p> <p>NOV. INCOME: \$433.86</p> <p>NOV. EXPENSE: \$313.12</p> <p>ENDING BALANCE: \$38,186.49</p> <p><b>CAPITAL ONE BANK MONEY MARKET</b></p> <p>BEGINNING BALANCE: \$23,225.14</p> <p>INTEREST \$5.71</p> <p>ENDING BALANCE: \$23,230.85</p>
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## TREASURER REPORT

OCTOBER TO 31 OCTOBER

### NATIONAL BANK OF BLACKSBURG

BEGINNING BALANCE: \$39,775.80

OCTOBER INCOME: \$2,385.00

OCTOBER EXPENSE: \$4,095.05

ENDING BALANCE: \$38,065.75

### CAPITAL ONE BANK MONEY MARKET

BEGINNING BALANCE: \$23,219.24

INTEREST \$5.90

ENDING BALANCE: \$23,225.14

## Appendix B: Community Galleries Committee Report

1/18/2021

Happy to report that all gallery fees were collected for 2021~ Also, the art exchange has been happening these days. There are several artists who are willing to be on standby status, just in case we need to find a replacement. Thanks to Lois for doing such to replace Suzanne Ross for the Blue Ridge Cancer Center gallery exhibit.

Submitted by Charlotte Chan

## Appendix C: Marketing Committee Report

1/21/2021

1. The BRAA Marketing Committee has had minimal events to send out. (Due to being ill, I was unable to draw up a list of what has been done.)
2. Need for discussion on what, when and how the Marketing Committee shall do its job.
3. See discussion points below

Discussion Needed for Marketing Committee Protocols

## Marketing Committee Protocols - Draft

The following are discussion points (not written in stone):

1. Allow most items to go out at the discretion of board member making the announcement. This includes:
  - President greetings
  - Call for news articles
  - Time sensitive non- BRAA news items, non- BRAA announcements and the like.
  - Other Examples:

2. Types of things Marketing Committee shall disseminate:

- Workshops, Playdates and events with a concentration of details – basically events that the BRAA is attempting to create buzz, hype, or draw.

Additionally:

1. All items must be ready to go with dates, times, location and details
2. All items will be looked over to be sure they are complete and have the BRAA log and final readable format

I think we all agree emails being sent out to the membership should be kept to a minimum.

- How many emails are too many?
- Who oversees the number of emails going out to the membership?

Submitted by Teri Hoover

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## Appendix D: Membership Committee Report

Date: 1/19/2021

Current Members - 140

New members - 2 Margaret Sue Turner Wright and Patricia T. Carr

Renewed Members from 2020 to 2021 (to date) - 102

Non-Renewals from 2020 (to date) - 36

*\* Non-renewing members will be purged from listserv on March 30.*

Submitted by Ava Howard

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## Appendix E: New River Biennial Art Exhibition

1/16/21

- A letter was sent to the Moss Center on Aug. 31st, 2020, to request a meeting regarding reservation of dates for the New River Biennial. Moss has yet to respond to this inquiry. (To reserve a venue is in the first phase)
- There will need to be a small Biennial Committee formed...maybe 2-3 people. Should I send an email to all BRAA Members, to invite them to join? Are there any board members interested? Is the best approach to directly contact individuals and invite them?
- Familiarizing myself with CAFE (CallforEntry.org)

Gerri and Charlotte are guiding me through this process (thank you, guys!!!)  
Submitted by Jesse Burgardt

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## Appendix F: Public Arts Committee Report

Date:01/21/2021

**Tasks from previous quarter:** Contact and work with groups/individuals who have contacted BRAA for assistance with public art projects

### Potential Projects:

1. Pulaski Community Youth Center:

**What:** Mural project on brick wall to incorporate a sundial concept, history of the area to be part of a larger renovation effort for a theater, courtyard experience and ultimately a historical walking path (future).

**Progress:** Linda Correll and Sue Hossack met with Richard Loveland on 9-23-20 and 11-24-20. Initial meeting was to determine the scope of the project and how BRAA could assist. Second meeting was to introduce others who had worked on similar projects in the Radford area to create some synergy in efforts and plans. (Nikki Pynn, John Bowles, Brooke Love).

Linda worked with Nikkie Pynn to work on a Draft call for artists and budget and presented to Richard on 12-17-20.

01-11-21 conversation with Richard indicated the theater is currently under renovation and he has not had time to revisit the mural project. He inquired about grants and where one could apply. He does have some experience but wanted to see if BRAA has further ideas.

**Discussion:** Who on the board or in the membership has worked with



grants?

**Future Tasks:** Collect names of individuals who have experience writing grants, and compile a list of granting agencies.

2. NRV Juvenile Detention:

**What:** Create murals for the walls of the intake area to provide a cheerful colorful atmosphere.

**Progress:** Linda Correll and Sue Hossack met with the director, Joe Young and discussed the proposed location of the mural(s), took photos and obtained dimensions. There was discussion on engaging the occupants in the actual contents of the mural(s).

Joe presented Sue with some images from the occupants and Sue provided a number of colored digital mockups for consideration. So far only one has met with approval by the director, but we have heard nothing since 12/17/2020

**Discussion:** None

**Future Tasks:** Meet/communicate with Joe to determine next steps.

3. Blacksburg Rec Center:

**What:** Mural on the inside wall and the theme would be Blacksburg, recreation or our natural setting. Could consider having a mural up for a period of time (a year? or two?) then looking to replace with new art.

**Progress:** I contacted Dean Crane (Josh Sharitz). In May of 2020 and also in Sept but he has not responded to my Sept email. I sent a follow up email on 1-16-21, A response on 1-19-21- project on hold due to funds

**Discussion:** none

**Future tasks:** Reach out to the director

Submitted by Linda Correll

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## Appendix G: Workshop Committee Report

Oct 17-21, 2020 - 5 day workshop with Keiko Tanabe was completed at Christiansburg Moose Lodge. We had 9 full time students and 1 part-time student. After all expenses were paid, a profit of \$150.58 was made for the workshop.

Next planned workshop- May 21,22& 23<sup>rd</sup> Christiansburg Moose Lodge 9am till 3:00pm. Price \$195 (?)

“Fluid Acrylic on Yupo“ by Tracy Budd.

...a three day workshop in acrylic on Yupo paper, a synthetic plastic watercolor paper. We will learn this exciting surface by learning the different techniques of controlling and not controlling the paint, to build a beautiful, exciting surface. We will use stencils, rollers and markers, along with fluid paint and opaque's to layer and build intriguing surfaces, as we integrate representational subject matter into our paintings. It's all in the layers... so let's get started! A supply list will be available upon signup.

Details- Tracy's fee is \$350 a day.

In the Sept. board meeting there was discussion about setting up a Geli plate play date. How about March 20 or March 27<sup>th</sup>? Or, there was discussion on getting Jennifer Newcomb to do a workshop.

Fall workshop- Some discussion was made about a playdate or Vera Dickerson? Should we wait to see what happens with virus/vaccines?

If all is agreeable, when should we start to market the workshops? Are there traditional dates you have worked from in the past?

Submitted by Alisa Colpitts