



## Smith Mountain Arts Council Board Meeting Minutes December 20, 2019

**Present:** *Karen DeBord, Larry Sakayama, Betsy Ashton, John O'Connell, Marty Bowers, Anne Reynolds, Joe Yarbrough, Jerry Hale, Marita Cheney, Harriet Madar, Judy Helms, Larry Helms and Clif Collins*

**I. Call to Order and Introductions** – 9:31 AM by Karen DeBord, President.

**II. Acceptance of Agenda:** Larry Sakayama moved to accept the agenda and Betsy Ashton seconded the motion. Agenda approved.

**III. Approval of November meeting minutes:** Joe Yarbrough moved to accept the minutes as written, Larry Sakayama seconded. Approved.

**IV. Treasurer's Report:** Marty Bowers presented a sheet showing SMAC Profits and Losses. On the back side is the Balance Sheet. The report does not include income from the Bouknight/Wiley concert or profit from refreshment sales at the Boomer Band concert. Joe Yarbrough will send information on the refreshment profit. It was noted that the Art Show had a profit of \$344. SMAC is a 501 C3 Tax Exempt organization, although local sales taxes are not exempt. We are not members of the Bedford County or Franklin/Rocky Mount Chambers of Commerce. We are a member of the Smith Mountain Lake Chamber. Joe Yarbrough asked if memberships in the two other Chambers would be to our benefit, and John O'Connell said it would, although Marty Bowers disagreed. John O'Connell said that the membership would bring in some new members. Jerry Hale noted that we could coordinate events better by being on their calendars and email blasts, etc. Anne Reynolds said that if we join one county chamber, we also should join the other. Larry Sakayama moved that we apply to join the Bedford County Chamber. Betsy Ashton seconded. It was approved. Anne Reynolds moved, seconded by Betsy Ashton, that we discuss joining the Franklin/Rocky Mount Chamber. It was approved. Joe Yarbrough will get the appropriate paperwork, and that it be discussed at the next meeting. Betsy Ashton moved, seconded by Judy Helms, to accept the Treasurer's Report. It was approved.

### **V. Old Business:**

**Website:** Betsy Ashton presented an update of the SMAC website. Old archives have been removed. She is getting good support from Wild Apricot. Ticket sales are still being processed by PayPal. The website will include new members. John O'Connell thanked Betsy Ashton for her fine work on the website, noting that it takes a lot of effort. All applauded.

**2. Tag Line:** Taglines should create a memorable phrase that sums up the tone of the project or strengthens the audience's memory of the project. It represents the vision and mission of the project. SMAC's proposed new tag line will not be connected to the new logo. Fourteen suggestions have been made for the tag line. Marita Cheney suggested another, "Enriching Lives." Marty Bowers suggested, "Celebrating the Arts." John O'Donnell liked, "Join Our Artistic Community," although Larry Sakayama felt "join" was off-putting. Clif Collins feels a tagline is not needed. Larry Sakayama agreed. Judy Helms likes the original tag line better than the new ones. Anne Reynolds liked adding to the old tagline, Create, Celebrate, Connect **with Us.** Judy Helms moved, and Larry Sakayama seconded we continue with the old tagline. It was approved.

### **VI. New Business:**

**1. Special Events:** Joe Yarbrough reported that 297 tickets have been sold to the Wiley/Bouknight concert. Walk-ins are expected. He reminded members that volunteers are needed for cleanup after the concert. No refreshments will be served.

**2. JAM – North:** John O’Connell met with the Moneta principal to who said that space for afterschool activities was not available due to other afterschool programs from other organizations. Eventually East Lake Community Church could offer some possibilities with its new 700 seat theater with a 100 foot stage. John O’Connell will speak with the Rev. Troy Keaton about future possibilities.

**3. Youth Arts Council** representative was absent.

**4. Volunteer Appreciation Dinner:** Joe Yarbrough suggested were present a social honoring our volunteers who donate their time at SMAC events. Betsy Ashton said it was a good idea because they are not officially thanked. She suggested they receive a letter of thanks from the Board or a certificate. Karen DeBord questioned where we would get the list of names, and Larry Sakayama offered to develop the list. Joe Yarbrough suggested we present a social with appetizers. Judy Helms said to send them a special invitation to the Annual Dinner and present the certificates there. Marty Bowers said a wine and cheese reception before the Annual Dinner would be nice. No conclusion was reached, and further discussion is needed.

**5. Affiliates – Keeping them in the loop:** As their liaison, Frank Lea will be encouraged to invite them to Board meetings. Betsy Ashton will include them more on the website in the future.

**6. Revisiting policy on inventory loaning:** (stage, signs, lights, sound, etc.): Larry Sakayama suggested we say No to loaning, although in special cases we may consider it.

## **VII. Other Committee Reports:**

**1. Lakeside Singers:** Karen DeBord announced that the concert will be the first weekend in June, and that the director will remain the same. Rehearsals start the first week in March. The 2020 theme will be “Virginia is for Lovers.”

**2. Lake Songwriters:** Larry Sakayama said the songwriters would showcase at the Third Street Coffehouse in Roanoke in January 17.

**3. Art Show:** Marita Cheney announced that the band, “Riddle on the Hearth,” is available to play at the Art Show Reception for 45 minutes at a cost of \$150. As funds for the Art Show will be used to pay for the band, no Board approval is needed.

**4. Photo Club:** John O’Connell said they had a guest speaker last month, and that Kevin Blackburn will speak this month.

**5. Woodturners:** John O’Connell said the Woodturners were looking for new members. Betsy Ashton said that the shop, Reclaimed, is looking for crafters for its Spring and Fall festivals. If the Photo Club and Woodturners are interested in participating, they should contact the owner of Reclaimed, Karen Cole.

**6. Lake Writers:** Larry Helms announced that in March they will be doing a Short Story Writing Workshop It now is full.

**7. Scholarships:** Judy Helms said they are ready to launch next year’s competition. Letters will be going out to schools soon. This year, all students will enter copies of their work to the website. Betsy Ashton will be adding the link the SMAC homepage.

## **VIII. Other:**

**1.** Marita Cheney mentioned that she was interested in starting a plenary art group. Ann Reynolds encouraged her to join the Bald Knob Artists.

**2.** For more publicity, it was suggested that SMAC invited the press and photographers to its events.

**Adjourned:** Karen DeBord announced the next meeting would be on January 17 at Trinity, and she adjourned the meeting at 11:10. It was approved.

Respectfully submitted by Clif Collins, Secretary