

Smith Mountain Arts Council Board Meeting Minutes May 17, 2019, Trinity Ecumenical Parish

In attendance: Joe Yarbrough, Judy Helms, Betsy Ashton, Kathy Orth, John O'Connell, Karen DeBord, Frank Lea, Marty Bowers, Anne Motley and Clif Collins

In the absence of president Barb Nocera, vice president Karen DeBord, noting that a quorum was present, called the meeting to order at 9:35 AM.

Agenda: Approved

Approval of March Minutes: Approved as revised.

Treasurer's Report

Marty Bowers presented the Profit and Loss from October 1 through the end of April. It did not include the Panini Brothers/Sue Holloran/Ken Hitchcock concert income and expenses or the Lake Players income. The Balance Sheet as of May 17 shows a plus of \$16,313.83. The net income from the Panini Brothers et. al. was \$2719.96, producing a split of \$1359.98 for the performers and SMAC. Kathy Orth moved the treasurer's report be accepted. It was approved.

Status of Independent Financial Review:

Barb Nocera asked Lisa Hobbs, CPA, to do the review. Lisa Hobbs has requested more information from Marty Bowers. To date, the Review is a work in progress.

Review of SMAC events held since the March meeting:

1. March 29 Lake Players "Music through the Decades"—Anne Motley reported that the show went well, making about \$3000. There were a few complaints about the sound and the venue. She praised Joe Yarbrough for his great work on sound and lights.
2. April 12-14 Photo Show – Kathy Orth said that the show had great entries and a broad selection of winners. The judge was excellent. Slightly profitable. After six years, Kathy Orth is retiring as co-chair, and Barb will remain as co-chair. A replacement is now being recruited. Photo Club members have been notified.
3. April 19 Canned Biskits Coffeehouse – The show was very successful, well received and profitable..
4. May 3-4 Panani Brothers Coffeehouse with Sue Holloran and Ken Hitchcock – Joe Yarbrough reported that, since the Friday night show was sold out, they did a second show on Saturday night, which attracted 85 people. SMAC made \$587.49, one half of the concession profits. The cost of the Celebration Room is just \$50 plus another \$150 for the bar tender. It's an excellent price since there was no charge for rehearsal space or use the second night. It was suggested we consider giving Jen a bonus at the end of the year.

5. May 3 SML Business Expo at the YMCA – Attendance was light. Parking at the Y was difficult. Karen DeBord will discuss these concerns with the Chamber's Andrea Fansler. John O'Connell said in the future, they need to better advertise the Expo, and that SMAC might consider buying an electronic device that would continuously show photographs of various SMAC events. This equipment also could be used at other SMAC events. John O'Connell also said we need a catch phrase, and members were requested to bring suggestions for a SMAC catch phrase to our next meeting.
6. Betsy Ashton noted that on June 20, a new Lake Writers Anthology, "Encore," will be launched from 7-9 PM, where writers will read short snippets of their own books. These books will be on sale, as will be "Encore."

SMAC's Strategic Plan 2019-2020 – Karen DeBord explained that Barb Nocera sent out a summary of the Plan. Some people felt that additional information should be included in the Strategic Plan. Members were asked to read over the summary and suggest what should be added. John O'Connell said that it's not a Plan, just some beginning ideas. The group agreed to go back and pick it apart at our next meeting on June 21. Thus, the Plan or summary as submitted was tabled until the June 21 meeting to begin to prioritize the plan's action items, with the goal of presenting the Action Plan at the SMAC Annual Meeting. This motion was moved by Marty Bowes, seconded and approved.

Website review group – Betsy Ashton noted that on July 2, Wild Apricot is adding an additional 20% per month or \$33 per month, totaling \$196 extra to use PayPal, or we move to their billing system. Larry Sakayama is in communication with Word Press seeking a better deal. We already are paying \$163/month, but it all works. Betsy Ashton noted that there are several problems with Word Press. Marty Bowers moved we table the discussion for now, referring all questions to the Website Committee, Betsy Aston, Larry Sakayama and Will Nocera, and requesting they produce a report in June. The motion was seconded and approved.

Scholarship Committee Report - Judy Helms reported that there are two winners this year, both from Franklin County.

Annie Graniger earned a 3.98 and will be attending George Mason University for Theater and Musical Theater. She is a singer, guitar player and a strong leader. She also directs the acappella group at her church.

Hanna Airs earned a 4.5 and plans to attend Hollins University. She is a writer and wants to become an author and screen writer. She writes well beyond her years and is exceptional.

Discussion of the June 7 – 8 Joint Performance of Lakeside Singers and Lake Players –

Karen DeBord noted that the Singers' T-shirts to be used in the concerts have arrived and were paid for by the members. Members' dues were increased to pay for the accompanist to play for three nights instead of just one. Props for the shows are now being painted.

Anne Motley of Lake Players said that Becky Fuzzi and Marian Wetcher have written the script, "That's Entertainment at Smith Mountain Lake." Skits will be about five minutes in length and presented at the beginning, middle and end of the concerts. Steve Miller of Trinity will be doing the sound. June 4th will be the first rehearsal for both Singers and Players.

Anne Motley also noted that another performance will be "Radio Play" by Linda Kay Simmons, in which she will also act and direct. Ms. Simmons requested that a portion of the proceeds be donated to Wake the World, a charity for needy children. After some discussion, Anne Motley moved and Judy Helms seconded to give \$200 to Ms. Simmons and let her make the donation. The Board approved.

Marty Bowers requested that either the Lake Players or Lakeside Singers perform at the Newcomers luncheon in December. It was suggested that Marty Bowers contact the B-Sharps.

Upcoming Special Events plans – Joe Yarbough reported:

"Cahas Mountain," with Linda Kay Simmons and her cousin Christy Moore, will be performed on June 21. Posters and press releases are out.

Fall Coffeehouse events will be considered in August.

Holiday Concert – David Wiley will be approached for his suggestions for a Holiday Concert. Marty Bowers will speak him.

Preliminary Discussion of SMAC Annual Dinner, Oct. TBA

The Dinner is the responsibility of the Vice President, thus Karen DeBord reported. The bylaws state that the Dinner shall be held in October at mid-week. This year, it should be a fun event with some entertainment rather than just an Annual Meeting. Possible midweek dates are Oct 16 or Oct 23. Different venues are being considered.

Betsy Ashton suggested we consider moving the event to the daytime, bring in an outside speaker, and do something different than in the past. Think out of the box. Perhaps hire a humorous story teller.

Marty Bowers reported that the SML Friends of the Library, Moneta, has applied and paid for an Affiliate membership. She moved they be accepted. John O'Connell seconded and the Board approved.

John O'Connell said Friends of the SML Library, Moneta, would like to invite Lake Players and others to meet there. They want to become an Affiliate and make use of the SMAC website. They attract lots of young people. Kathy is the main contact.

Next meeting will be June 21 at 9:30 AM at Trinity.

Adjourned at 11:15 AM after Betsy Ashton moved, Clif Collins seconded and the Board approved.

Respectfully submitted by
Clif Collins, secretary