



Smith Mountain Arts Council Board Meeting Minutes June 19, 2020

Present: Karen DeBord, John O'Connell, Marty Bowers, Joe Yarbrough, Sherry Brown, Frank Lea, Marita Cheney, Betsy Ashton, Judy Helms, Elaine Lee, Anne Reynolds, Larry Sakayama, Kathy Orth and Clif Collins

I. Call to Order and Welcome to Board Members via Zoom – 9:30 AM by Karen DeBord, president.

II. Acceptance of Agenda: Betsy Ashton moved its acceptance. Seconded by Anne Reynolds. Approved.

III. Approval of May meeting minutes: Frank Lea moved to accept the minutes. Seconded by Joe Yarbrough. Approved.

IV. Treasurer's Report: Marty Bowers spent money for Wild Apricot, and we received a \$1000 JAMs grant. CD interest rate is now .5%. We now have \$24,901.99 in total funds. She will send us hard copies. Frank Lea moved the Treasurer's report be accepted. Seconded by Joe Yarbrough. Approved.

V. Old Business:

1. News releases: Anne Reynolds reported that she is working with five newspapers and the Smith Mountain Lake Chamber of Commerce.

2. SMAC – Tube: Larry Sakayama said people are working on several different things. He asked that notices be sent to the Affiliates inviting them to participate. Karen DeBord suggested E-blasts be sent to all members promoting the possibilities. Anne Reynolds has included information about SMAC-Tube in her news releases

3. Technology help: Karen DeBord will place a notice in the next SMAC Newsletter requesting assistance with technology. She does have a possible candidate who could assist. John O'Connell noted that people are shifting to different social media venues, and we need help finding the proper electronic contacts. Betsy Ashton asked if we had a strategy in attacking this. She said we need someone to focus on social media. Anne Reynolds said our current audience still primarily uses Facebook and Instagram. John O'Connell said our search for a knowledgeable person to work with social media should be promoted in every SMAC newsletter. Karen DeBord reminded us that she already has a person willing to take the position. Betsy Ashton said we should pick one or two platforms and focus on that. Larry Sakayama, agreeing with Betsy Ashton, said that posting the content is not an issue but creating the content is more difficult. SMAC members will have to provide the content for this media person to post. Betsy Ashton said the content must be posted on a regular weekly basis. Joe Yarbrough said the discussion needs to be continued to come up with a plan and determine the content of the posts. Anne Reynolds volunteered to coordinate this idea, and she asked that within the next three weeks members send her their ideas of what to include as well as other ideas about social media usage.

4. Donors and patrons: Kathleen Riordan emailed Karen DeBord saying she received no responses from patrons and donors wishing to be recognized.

VI. New Business

1. Scholarships Report: Judy Helms said the Committee met via Zoom to assess the qualifications of the six candidates. Hannah Grove and Victoria (Tori) Rogers were selected as the winners, and press releases have been sent. Winner bibliographies previously distributed were discussed. October 23rd is the scheduled opening of the Art Show, and the winners will be invited to attend the opening to be introduced. Karen DeBord said the Lakeside Singers may invite Tori Rogers to sing a solo at its next concert.

2. Special Events planning: Joe Yarbrough suggested we might host a large outdoor event, but the Events Committee said it was too large of an undertaking for now. However, the idea still is on hold. Karen DeBord noted that the Community Center committee still is active and perhaps the Special Events Committee could do something collaboratively with them. Joe Yarbrough said the current venue at Celebration Square will continue to be available through next year. The Nashville Songwriters are available Oct 16. The Celebration Square venue must be limited to 50 people, and we still must pay the standard rent. Joe Yarbrough said they also are working on the possibility of a drive-up outdoor concert, but the infrastructure still must be created, and that would cost. And, what about our annual Christmas Concert? Karen DeBord suggested we might try a Zoom Christmas Concert...

3. Art Show: Marty Bowers questioned if BMRC would be open for the Show. Sherry Brown wondered if people would attend. Betsy Ashton said she would visit the Show but not attend the reception. Marty Bowers said that BMRC would not allow food at the reception. Co-coordinator Sherry Brown noted that the Show's timeline begins in two weeks and requested direction from the Board as to how to proceed. Karen DeBord suggested she proceed with the planning. Co-coordinator Marita Cheney moved and Anne Reynolds seconded that the Art Show should continue. Approved.

4. Lake Writers: Betsy Ashton said the group will begin meeting next week via Zoom. Several people are writing and some have entered a Virginia Writers contest.

5. JAMs: Karen DeBord reported that JAMs had received a \$1,000 grant.

6. Membership: Kathy Orth is concerned that about many of our members are moving away, stating that we need to do something to attract the new people moving in. Marty Bowers suggested we begin inserting SMAC publicity into the packets distributed by real estate companies. This topic will be added to next month's agenda. Sherry Brown suggested aid we should consider a reduced student membership fee at next month's meeting.

7. Photo Show: Kathy Orth announced that the Photo Show would not be held this year.

8. Photo Club: John O'Connell said that a display will be presented at the Moneta Library in June and July, and that the Club is holding its monthly meeting via Zoom.

9. B Sharps: John O'Connell said the group is on hiatus for now.

10. Next Meeting: Karen DeBord announced that the July meeting will again be held via Zoom.

Meeting Adjourned.

Respectfully submitted,

Clif Collins, secretary