



Smith Mountain Arts Council Board Meeting Minutes July 17, 2020

Present: Kathy Orth, John O'Connell, Marty Bowers, Joe Yarbrough, Sherry Brown, Frank Lea, Marita Cheney, Betsy Ashton, Anne Reynolds, Larry Sakayama, Peter Coriasco. Anne Motley, Carol Brewer, Joe Yarbrough and Clif Collins

I. Call to Order and Welcome to Board Members via Zoom – 9:30 AM by Kathy Orth.

II. Acceptance of Agenda: Peter Coriasco moved its acceptance. Seconded by Marty Bowers. Approved.

III. Approval of June minutes: Sherry Brown moved to accept the minutes. Seconded by Betsy Ashton. Approved.

V. Treasurer's Report: Marty Bowers said the \$1000 scholarship check to Tori Myers was lost. It will cost to resend it. \$25 from Wild Apricot appeared on the bank statement. It probably is for a membership since we now are using them rather than PayPal. Betsy Ashton is working on it. Marty Bowers and Betsy Ashton will work together on reporting income from new membership and other sources. Peter Coriasco moved the Treasurer's report be accepted. Seconded by Anne Reynolds. Approved.

V. Old Business:

1. SMAC – Tube: Larry Sakayama said SMAC-Tube is up and running, but added that it will fade unless we can supply regular new material. John O'Connell suggested the talent should be community based, and that we should not simply take posts of the internet. John O'Connell said the Wood Turners are using Zoom for demonstrations. If the virus continues, SMAC should consider buying a professional style-video setup, with various cameras and controls, which could be used for Wood Turners and other demonstrations. Larry Sakayama said he is looking into Open Broadcast Software for the Panini Brothers. Kathy Orth said this option should be considered. Betsy Ashton said that the Lake Writers now is using Zoom and probably will continue through 2021, but this software seems like a good concept. SMAC would need to develop a plan about what equipment is necessary and how it would be loaned it out to others. Kathy Orth said that this discussion should be continued at the next meeting.

2. News Releases: Anne Reynolds requested input from members about their thoughts on using social media to help publicize SMAC's activities on a regular basis, and a few people have responded. She asked that more members share their information with her. We talked at a previous meeting about possibly hiring someone to submit Facebook posts, and she wondered if SMAC still wants to do this. Sherry Brown offered to help Anne Reynolds with Facebook posts. Betsy Ashton said SMAC does have a Facebook account, although it is not being used. Betsy Ashton offered to work with Anne Reynolds on Instagram posts.

VI. New Business

1. The Coves at Smith Mountain Lake: Relaying information from Karen DeBord, Kathy Orth said “The Coves at Smith Mountain Lake” is interested in becoming a “Southern Living Inspired Community.” The Coves is looking for artists to display their creations in the homes. Live jazz and classical concerts also will be presented. People who attend will be charged an admission fee. Proceeds will be donated to local charities which support the arts, including SMAC. SMAC members will be asked to help. John O’Connell said we should be cautious not to conflict with our 301C. Marty Bowers said Southern Living would need some time to get this project together, and that if it is to be this coming September they should be advertising now.

2. New Members: Kathy Orth wondered how we could recruit new members under the current virus situation. Betsy Ashton suggested that we need a series of communications to the public about what they might experience from SMAC in the coming year. We need to keep in touch with the community. We need to be concerned about getting new members as well as keeping current members. One possibility would be to extend the length of memberships at no costs. Marty Bowers said that the Garden Club already is doing this, but it is accepting donations. Another suggestions was to offer current members who recruit new members extensions of their own memberships. John O’Connell suggested we put what Marty Bowers said about the Garden Club into a motion.

Marty Bowers moved that SMAC memberships would be extended during the coming year, but, since SMAC still has expenses, donations would be encouraged. John O’Connell seconded the motion. Approved.

John O’Connell moved that a SMAC member who recruits a new member receive a free one-year membership or maybe a free ticket to an event. No second. Kathy Orth request board members send her emails about how to deal with this membership issue.

3. Special Events: Joe Yarbrough reported that there would be nothing new until the Governor makes a decision about public gatherings. There is a possibility of having the Nashville Songwriters, but we need a place large enough to hold the event. With social distancing, the coffeehouse is too small. Eastlake Church’s new building is a possibility, and they have been approached, but no reply has been received. Decisions about future shows will be made in August.

Committee Reports:

1. Lake Players: Anne Motley said the group was not meeting, and no productions have been planned for this year.

2. Lake Writers: Betsy Ashton said the Writers have resumed their meetings via Zoom.

3. Art Show: Sherry Brown reported that posters have been hung and requested members hang more posters. Some people have donated to the Photo Show as sponsors. Since the

Photo Show has been canceled, she would like to contact these sponsors and to ask them if they would consider sponsoring the coming Art Show. Marty Bowers will send her a list of Photo Show sponsors.

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

5. 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 that we should consider a reduced student membership fee at next month's meeting.

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

7. Photo Club: John O'Connell said that the Club is using Zoom for meetings. This month a well-known professional photographer. Bill Fortney will speak to the Club members and critique their photographs. Next month's guest photographer will be Mike Motes.

8. B Sharps: John O'Connell reported that the group will not meet until further notice.

9. Woodturners: John O'Connell said the group continues to meet via Zoom.

10. JAMs: John O'Connell said that nothing is presently underway because of the virus. The same is true for Jim Mullens' students.

11. The Notables: Carol Brewer reported that the group is considering going to Runk & Pratt and performing duets at residents' windows.

Other: Peter Coriasco said that material and notices for the next Newsletter are needed by the end of August.

Adjourn: Sherry Brown moved the meeting be adjourned. Seconded by Betsy Ashton. Approved.

Respectfully submitted,

Clif Collins, secretary