

SMAC Board of Directors, June 21, 2013

The meeting was called to order at 9:33 a.m. at Trinity Ecumenical Parish

Board Members Present: Mike Dittrich, Joyce Dittrich, Betsy Ashton, Terry Naylor, Kay DeGiorgi, Mike DeGiorgi, Marty Bowers, and Larry Sakayama

Affiliates: Larry Sakayama and Art Guiffre

Agenda: No Additions were made and agenda was approved after motion by Larry and second by Betsy.

Minutes: approved. Betsy moved to approve and Terry seconded the motion. Approved.

Treasurers Report: see report. Still expenses out but things are looking good. Discussion ensued about asking Lakeside Singers to consider raising their prices. The board feels it would be good! Will discuss more about this at the next meeting.

Correspondence: Received agreement for the upcoming Steel Drums performance and they need proof of our insurance. Marty will follow through.

#### **Arts Committees:**

Lake Players: September 13 at Resurrection Church. Directors include Connie, Nancy and Diane. Larry will set up an email for 'reservations@smithmountainartscouncil" and these will be forwarded to Joyce. Eventually PayPal may be available for use at the time of reservations.

Photo Show: still need volunteers for next year.

Lakeside Singers: See treasurer's report

Notables: See report

B Sharps: see report

Lake Writers: anthology program is launched. Writers have been contacted for formatting details. Still need a cover to be designed. *Voices from the Lake* is the title of the anthology.

Art Show: no report

#### **Standing Committees**

Student Outreach: JAM fundraising program (see Special Events below)

Scholarship: Recipients from last year has been contacted to follow through on the second year grant.

Membership: see report.

Newsletter: get stuff to Peter. It will be published at the end of the month.

Press/Community Outreach: Betsy is on top of it. Centerfest is coming up and SMAC and Lake Writers will both have a presence there. It is September 28, 2013 in Bedford. Chamber of Commerce will hold its wine festival Sept 28 and 29. Through July 1, SMAC members (considered members by association of the SML Chamber) can purchase tickets at a discounted price. Betsy e-blasted the membership with this information. Joyce and Betsy are meeting to better develop our social media presence.

Website: check your stuff.

Special Events:

JAMS first fundraiser is July 13, 2013 with Quintessence and The Panini Brothers. Monies will be collected for all aspects of the music program. This will be at Resurrection at 7 p.m. Graphics and posters are coming along really well.

Affiliates

Ballroom Dancers: See attached report.

Little Town Players: see report

Let's Dance: new director.

Songwriters: June 26 workshop will be on when a song is finished...how do you know? And is entitled *The Tao of Done* July 20, 2013. 8 songwriters will play at Bedford Public Library on July 20, 2013. On August 2, some will play at Third Street Coffee House.

Old business: none

New business: QR code is ready for use!! Special ones for special things can easily be produced. These should be used with all publicity as it directs the viewer directly to the website on smart phones. Larry will send our generic code out again to the board. Contact Larry if you want one specifically for your SMAC event.

Long Range Plan will be discussed next month. Come with your ideas and your vision for our organization. If you have any thoughts ahead of the next meeting (July 19), just send them on to Mike or Joyce and they will distribute them to the board per your request.

Mike DeGiorgi has suggested that we have a consistent brand message among all our standing committees and our promotion of these events should be of high caliber. Marketing standards, if you will. Discussion ensued. Mike and Larry will work something up for the board's consideration at the next meeting. This may be part of the long range plan.

Suggested to make a poster or card that lists all events going on that are sponsored by SMAC. This will also be part of Larry and Mike's upcoming proposals.

Meeting adjourned at 10:33 by Mike Dittrich

Respectfully Submitted,  
Joyce Dittrich, Secretary