

BRAA Board meeting, Jan 8, 2014 Minutes by Fred Jones

Members in attendance:

Jeanette Bowker (JB), Teri Hoover (TH), Nancy Norton (NN), Charlotte Chan (CC), Lois Stephens (LS), Ava Howard (AH), Maxine Lyons (ML), Gerri Young (GY), Fred Jones (FJ), Robi Salee (RS)

11:30 a.m. – 2:30 p.m. at Newport Recreation Center, Ava Howard's studio

>The meeting began with an informal tour of the Newport Recreation Center by AH. Afterwards AH discussed her vision for the center, which focuses on art, historical preservation, and rural development initiatives.

She has received grant money to develop a community library and is seeking additional grants, one of which would create a portico with murals. AH had requested BRAA participate in the opening festivities for the library in April. That request prompted our holding the meeting in her space. More on this subject at the end of the minutes.

Large studio spaces are available for \$175 to \$200/month. The Center's board is willing to install a hallway sink with running water if the demand materializes.

Discussion included the possibility of holding BRAA workshops at the Center and by end of the visit the Jennifer Carpenter, colored pencil workshop was booked for Feb 28-March 2, 2013.

>GY began the board meeting with a discussion of having the BRAA participate in Amazon's fundraising program for non-profit groups. 0.5% of purchases would be donated to the BRAA. The group decided to pursue this program, and AH suggested the BRAA look into a similar program offered by Kroger.

NOTE: We are proceeding with both programs and they should be set up by end of January. Appropriate publicity will be done.

>JB and NN have been working to streamline the BRAA accounts and develop spreadsheets (courtesy of Bill Pulley's assistance).

At present the BRAA has a checking acct. with \$10,775.32

Nadine Allen subaccount is: \$287.00

NR Art Biennial subaccount is: \$6,332.00

a Cap One MMF of \$22,736.85 is active & earning interest

>GY explained that the online application process for NR Art Biennial resulted in a large savings and that for the next Biennial none of the 3 partner organizations should have to pay \$200 for the support of 2015 show as has been customary.

>GY discussed Merchant Partners (Steve Miller, Dr. Jacobs). Steve Miller does a great deal for the BRAA through printing. He produced 16 hardcopy newsletters a month and all our brochures in exchange for the \$75 merchant partner fee.

>Bill Pulley's spreadsheet prepared for use by the new treasurer, Jeanette Bowker, will help for keeping track of workshops, donations, theme show fees, etc., in addition to being a comprehensive financial record which has been badly needed.

>GY noted Nadine Allen's family will continue to support the Nadine Allen fund as needed per her daughter, Mary Woerner.

>GY noted Marliese Gowin, Blacksburg Community Relations, will do a BRAA feature for WTOB for their Community Arts Series and possibly do some pieces on individual BRAA artists.

>GY stated the JAX sent a thank you for the BRAA Breezeway gallery exhibit which hung in late 2013.

>GY has developed a printer-friendly, fillable, BRAA application form to simplify the process for new and renewing members.

>GY remarked that BRAA spends \$6/month for the hardcopy newsletters which is more than covered by the fee required for a member to receive hard copy. This small service will continue for the small group of members we have whom are not big computer users..

>GY stated we have close to 100 members and stressed the need to use email to solicit member renewals, along with the newsletter and Facebook.

>CC described Jennifer Carpenter's workshop on Feb. 28, Mar 1 and Mar 2. Jennifer's fee is very reasonable. CC stated the BRAA could likely provide lunch. Full info on the workshop will be put out soon.

>TH said her husband could give a talk for free on pigments and color, based on his leadership of the Hoover Color Corp. March 30 is the most likely date. Need to secure a location. (C'burg library a possibility). Still a work in progress.

>CC remarked Gina Louthian-Stanley has offered to do an encaustic workshop this summer. Will pursue and get details

>GY suggested the program committee shoot for 4 to 5 workshops and/or programs/year.

>CC wants to get David Pierce to do a workshop on photographing artwork. He expressed his willingness to do so. CC will pursue.

>Danie Janov was mentioned as a possible workshop teacher. NN and CC advocated. Will pursue.

>GY is developing a workshop worksheet...listing locations, times, costs, etc, to make the planning of events more efficient.

>GY began major discussion of CAIO.

- Pros: good location
- Storage
- 8 months of exhibit space
- Cons: \$300/month
- Poor parking
- Nobody knows we are there

GY stated it has not been properly utilized. Suggested the following to get the most out of the space:

1. Get the monitor operational: ads, BRAA info, BRAA artwork, etc.
2. Get BRAA sign up in the window. Probably to be hand painted by Gerri and Den Bento.
3. Establish BRAA membership benefits/how to join and make it easier to join. Poster format??? Brochures in better location??? Flip book of info. Info on TV monitor.
4. Obtain a VT intern and put them to work.
5. Paint tiles outside CAIO with BRAA info.
6. Run ads on Lyric movie screen
7. Include BRAA on Lyric calendar/website
8. Make room on BRAA exhibit Bio sheet to include the BRAA's presence in CAIO
9. Tie in with Lyric Council's membership drive.
10. Signage to direct people to pertinent areas of CAIO that currently appear to be private.
11. Look into using a portion of the window grids for artwork.
12. Insist on at least some BRAA artwork be displayed all year—on the monitor wall.

>GY discussed paying the CAIO rental. JB suggested doing it quarterly.

>GY plans to get the storage at CAIO reorganized with member participation.

>GY noted Susan Mattingly has March, May, and November booked at CAIO.

>Several members discussed the need for CAIO to establish opening hours and staff the spot. Important to establish a presence. ML suggested BRAA members staff CAIO on weekends and critical times that it is not currently open.

>CC stressed the need to give a hard look at the \$\$ spent for CAIO and the benefits of remaining. Insisted that it be re-evaluated in 3 months. ML insisted that BRAA volunteers agreeing to man the location will be critical to the decision to remain. CC wants to search for other sources of income to defray the cost of CAIO.

>GY made the case for continuing at CAIO based on our new members/workshop income, smile.amazon.com and Kroger cares.

>NN would like to determine if workshops should be as low cost as possible for members or should they be moneymakers. GY stated she believes they can be both.

>NN suggested the Giving Circle do an art spot. Could be a future source for a grant.

NOTE: At monthly luncheon two days later, Nancy agreed to arrange the Giving Circle rep to do an Art Spot in next available month. (April on is free)

>GY would like to set a regular time for meetings. Suggested to meet the first Friday (every other month) before the luncheon at the Creekmore conference room at 1:00 PM.

>LS brought up increasing membership fee by \$5 beginning March 1. Board agreed.
NOTE: LB later asked if we needed approval from membership. No, bylaws state that annual dues are set by the board of directors.

>AH requested BRAA hang a show @ Newport on 1st weekend of April and/or set up booths as part of their library grand opening. BRAA agreed to participate along with Giles Arts Council. GY will talk to AH more about details. AH needs to buy and install hanging system before BRAA can hang in the hallways. Options discussed.

>LS requested that the gallery committee schedule a year in advance to give artists a chance to prepare cohesive exhibits. Committee will begin this year to set the schedule much earlier than was possible in 2013.

>AH suggested having a BRAA themed exhibit at the Weight Club.

>GY adjourned meeting approximately 2:30.