

**Location – Moose Lodge 1470, Christiansburg**

Charlotte called the meeting to order at 2:00pm

Those present:

1. Charlotte Chan (President)
2. Alisa Colpitts (Vice President)
3. Linda Correll (Public Art)
4. Teri Hoover (Marketing)
5. Sue Hossack (Secretary)
6. Betty Moore (Outreach)
7. Lois Stephens (Newsletter)
8. Marvi Stine (Treasurer)

Secretary's report - Sue Hossack

The minutes of the last meeting were approved by those present.

Treasurer's Report - Marvi Stine

See [report](#) . As of 31 March, 2021 the National Bank account has \$40,147.08 and the CapitalOne account has \$23,253.94

The Treasurer's report was accepted by those present.

Committee Reports:

Click on link to read committee reports

[Public Art](#)

Linda Reported that two people have applied for Hospital Mural and a third is expected.

[Community Galleries](#)

Charlotte also reported that plans to create a new Community Gallery at the Lewis Gale Hospital, Montgomery have stalled, because the hospital is not willing to have artists display prices on their artwork. The hospital has suggested using a QR code. Sue explained that posting the QR code on the wall next to the artist's bio would allow people with smart phones to go to an online page containing the titles and prices of all the work currently displayed by one artist. They can then contact the artist if they wish to purchase something. The QR Codes and price list files have already been set up and placed in the galleries folder on the shared drive. A discussion took place considering whether or not we should proceed with this gallery. This gallery is independent from the mural which is a separate project and is still going forward.

A Motion was made to continue the gallery at the hospital, using a QR code for the first quarter to see if this approach works. The motion carried with two abstentions.

### Marketing

#### Art Space

Outreach - Betty Reported that the two shows for the school were in progress and due to COVID restrictions, the receptions were changed to accommodate requirements from the schools.

### Meetings

Workshops. - In addition to the report, Alisa and Charlotte indicated that Jennifer Newcomb has been vaccinated and would be available to do a half-day workshop/playdate. It was also suggested that Karen Sewell could provide an encaustic workshop later in the year. It was suggested that the spreadsheet for attendees to the Tracy Budd workshop be moved to the Shared drive, and combined with the online registration (with check) spreadsheet that is already established.

### Theme show:

Robin at the Perspective Gallery has suggested holding a Zoom meeting to promote the upcoming theme show. The problem is that since artists have to bring their art to be adjudicated, Robin will not know how much artwork to expect. Lois suggested putting it on the upcoming newsletter front page, to encourage more of our members to participate.

### Action Items:

All actions from the last meeting have been completed or are no longer applicable with the exception of a possible membership drive. It was suggested that art teachers in the New River Valley be given free memberships. However, since the bylaws contain the membership categories any changes need to be part of a bylaws update.

### New Business

- Public Art requested \$100 for an award for the Simply Elemental Outdoor Sculpture Show. This was granted
- Survey responses regarding meetings and playdates: read summaries [here](#). Read full responses [here](#). Sue wanted to ensure that the information we obtained from our members was not ignored or forgotten, that there were a lot of good ideas for playdates and workshops as well as luncheons. There were a lot of requests for business-related topics such as how to maintain an inventory, how to manage sales taxes, how to photograph, sell, and promote art work. Sue suggested that we set up a series of short seminars (much like James Creekmore used to do at the Artful Lawyer), they could be on Zoom or in person. Various board members offered to contact people that might be interested in leading these seminars.
- Discussion of Affiliate Membership and Partnership. Since there is no definition of what constitutes a partner or affiliate member, and no indication of the benefits of an affiliate member it was decided to change the Partnerships web page to 'Art Connection Links', which can include Alexander Black House, New River Art and Fiber etc. Discussion of affiliate member will be postponed to be discussed with

other bylaws updates. Lois and Linda to meet to offer some solutions for consideration.

- Summer Solstice and Steppin' Out\_ Sue reported from the DBI meeting that Summer Solstice would be the full week leading up to June 20. Since this cannot be held as in previous years, DBI is looking at celebrating the solstice in a non-traditional way. Some suggestions are: asking downtown merchants to host arts and crafts vendors, holding activities at local locations, combining it with restaurant week and First Friday Art Walk, having music in various places. We could be involved in this by having the Art Space open at least at the weekend, plus possibly during the week with art activities and demonstrations.
- Advertising for Christmas Store at The Art Space. It costs \$500 for a ¼ page advert in the New River Magazine. A motion was made to apply for one for the Christmas store. The motion carried with one 'nay' vote. Lois will find out when the Nov/Dec issue comes out, if they have a discount for non profits, and will begin a design for a ¼ page ad.
- DBI representation: Although historically, Larry Mitchell is our delegated liaison, it was felt that a board member should also attend meetings. Charlotte will check with DBI to ensure she is on their mailing list so that she or Alisa may attend.

The next Board meeting is set for July 15<sup>th</sup> at 2pm. We will also meet in September in order to plan the Christmas store.

The meeting was brought to a close at 4:00 p.m.

### Action Items:

| Task  | Responsible       |
|---|-------------------|
| Spreadsheet for attendees to the Tracy Budd workshop be moved to the Shared drive.  | Alisa             |
| Tracy Budd workshop promoted in newsletter  | Lois              |
| Ask members who might be interested in teaching business seminars   | Sue, Lois, others |
| Visit the membership categories and recommend bylaws updates for membership categories: free for art teachers, affiliate membership; make recommendations for viable changes. | Lois/Linda        |
| Partnerships Webpage changed to Art Links   | Sue               |
| Find out how to register for Summer Solstice  | Sue               |
| Find out info on New River Magazine advertising   | Lois              |
| Contact Karen Sewell re Encaustic playdate/workshop   | Alisa             |

Respectfully Submitted

Sue Hossack

BRAA Secretary