



## SWVA Cultural Heritage Foundation - Board of Trustees

Thursday, June 11, 2020 | 1:00pm

This meeting was held digitally in response to the COVID-19 Declaration of Emergency by the Commonwealth of Virginia. This meeting was held via GoogleMeet and a video recording of the meeting can be found at: <https://friendsofswva.org/about/svchfboard/>

### Minutes

#### Role Call:

Trustees in attendance:

Delegate William Morefield (Called meeting to order but left the call at 1:30pm)  
Delegate Samuel Rasoul (Assumed leadership of the meeting 1:30pm – adjournment)  
Delegate Chris Hurst  
Kathy Shearer  
Robyn Raines  
Ellen Reynolds  
Julie Walters Steele  
Dr. Adam Hutchinson  
Nancy Brooks  
Rita McClenney  
Erik Johnston  
Bill Smith  
Duane Miller

Staff in attendance:

Chris Cannon, Executive Director  
Jenna Wagner, Deputy Director  
Krystal Mosley, Operations Manager  
Ida Walker, Development Specialist  
Emily Mayo, Development Specialist  
Chad Thompson, Marketing Manager

Guests in attendance:

Carrie Beck, The Crooked Road  
Becky Nave, Virginia Tourism Corporation

## **Call to Order**

Delegate Morefield called the meeting to order at 1:04pm

Chris Cannon conducted roll call. Quorum is met.

Adoption of the Agenda:

Bill Smith made a motion to approve the agenda. Duane Miller seconded the motion. All were in favor.

Approval of Minutes from March 12, 2020:

Rita McClenney made a motion. Ellen Reynolds seconded the motion. All were in favor.

## **Financial Reports:**

Chris Cannon gave a brief overview on the financial statements as of 3/31/20. Revenue and expenses were down to the current COVID situation.

Nancy Brooks made a motion to approve the financial statements. Duane Miller seconded the motion. All were in favor.

## **New Business:**

Chris presented the budget for fiscal year 20/21. Overall, we will end the year in a good place with this proposed budget.

Delegate Morefield – There will be an appropriations meeting on Monday to give us a better idea of the current situation and impact of COVID-19. It would be a good idea to look through the numbers and plan for a potential cut to the state budget.

## **Executive Director Report:**

- Chris Cannon presented the Executive Director Report. He took a moment to remember our employee, Leah Kidd, who recently died. Staff is working to help the family during this time.
- Charles Parker, SWVA Culinary Ambassador, has taken a new position at the Harvest Table as head chef.
- Jenna Wagner introduced Chad Thompson as the new marketing manager.
- Chris gave a brief overview of the Creative Economy Strategic Plan and how we have evolved this plan into the Creative Economy Recovery Plan for implementation over the next 12-18 months. The development team gave a more in-depth presentation of this current plan to help recover the creative economy from the current economic crisis.
  - Emily Mayo gave an overview on the business development and retention plan.
  - Ida Walker gave an overview on the community development plan.
  - Emily Mayo gave an overview on the tourism and economic development plan.
  - Ida Walker gave an overview on the music/TCR plan.

- Emily Mayo gave an overview on the artisan and makers plan.
  - Ida gave an overview on the agritourism and food plan.
  - Emily Mayo gave an overview on the history and heritage plan.
  - Ida Walker gave an overview on the outdoor recreation plan.
  
- Chris overviewed the regional roundtable. This will help us implement our plan but not duplicate plans that others regional partners may have.
  - Delegate Rasoul commented that is an impressive recovery plan.
  - Kathy Shearer – how do we get visitors back into our area? Predictions say a rise could occur in the summer but a decline by the fall.
  - Chris – We are adjusting the way we spend some of our funds. Instead of spending as much internally, we are going to use that money to spend in and for the region.
  
- Chris discussed the safety precautions we will be practicing after we reopen the Cultural Center.
  - We will reopen to staff on June 25<sup>th</sup> to start cleaning and preparing for our opening date July 9<sup>th</sup>. We will be reducing our open hours to Thursday through Sunday 10:00am – 4:00pm. The staff will work Monday through Wednesday on internal projects. This will help keep everyone employed at their current hours.
  - Chris discussed the operational changes. We will be eliminating the café upon reopening. We are going to rent this space as well as the kitchen spaces to outside businesses.

Kathy Shearer asked about having a canning class at the facility since so many are gardening right now and this would be useful for people in our region.

Rita McClenney – VTC is planning to launch \$500,000 in DMO grants and award up to \$10,000 per recipient. The governor will announce this information next week.

### **Staff Updates:**

Jenna gave an update on the marketing plan. She introduced our new podcast series that Chad has been working on.

Emily and Ida gave an overview on the community development programs.

Marcia gave an update on the current status of the grant projects.

Jenna gave an update on the cultural heritage programs including the current memberships and how to possibly expand into other categories in our membership. We will have an update in the meeting in September. We had to cancel the spring Jury but we are working on the details for the fall Jury.

### **Partner Updates**

Nancy Brooks gave a brief update on 'Round the Mountain.

Carrie Beck gave a brief update on The Crooked Road and their current projects.

**Adjournment**

The next meeting date will be 9/10/20 at 10:00am.

Erik Johnston made a motion to accept this meeting date. Bill Smith seconded the motion. All were in favor.

Meeting was adjourned at 2:53pm.

Duane Miller made a motion. Nancy Brooks seconded the motion. All were in favor.