Southwest Virginia Cultural Heritage Foundation Board of Trustees

Thursday, October 22, 2020 | 10:30 to 11:45 a.m.

Digital Meeting:
Meeting ID: meet.google.com/suk-ibsb-fcq
Phone Numbers: (US) +1 515-800-5451 | PIN: 836 211 337#

Due to the Governor’s Declared State of Emergency due to COVID-19, it is impracticable and unsafe for the Board of the Southwest Virginia Cultural Heritage Foundation to assemble in a single location, so the Board meeting and public hearing will be held electronically, by video conference and telephone options, pursuant to 2020 Amendments to the 2020 Appropriation Act. The purpose of the meeting is to discuss or transact the business statutorily required or necessary to continue operations of the Board and the discharge of its lawful purposes, duties, and responsibilities. The public is welcome to use the link and phone number options made available by staff to attend the meeting electronically. The Board will make available a recording or transcript of the meeting on its website in accordance with the timeframes established in Sections 2.2-3707 and 2.2-3701.1 of the Code of Virginia.

Minutes

Call to Order
Delegate Will Morefield called the meeting to order and gave welcome at 10:30 a.m.

Jenna Wagner conducted roll call at 10:31 a.m. Quorum is met.

Trustees in attendance:
Delegate Will Morefield, Chair
Delegate Chris Hurst
Delegate Sam Rasoul
Senator Ben Chafin, Vice Chair
Senator Todd Pillion
Bill Smith, Treasurer
Julie Walters Steele
Dr. Adam Hutchinson
Dean Chiapetto
Kevin Byrd
Duane Miller
Jimmy Morani
Ellen Reynolds
Amanda Pillion
Nancy Brooks
Rita McClenny
Erik Johnston

Staff in attendance:
Jenna Wagner
Adoption of Agenda
Nancy Brooks made a motion to adopt the agenda. Ellen Reynolds seconded the motion. All were in favor.

Approval of Minutes from June 2020
Bill Smith made a motion. Julie Walters Steele seconded the motion. All were in favor.

Executive Director Report - Jenna Wagner and Erik Johnston

Jenna gives thanks and kudos to staff and board. Advises that a detailed report was sent out in the board packet and hands over to Erik Johnston for staff update.

Erik – Chris Cannon has been on medical leave since the week of August 17, 2020. He will be on leave at least through November 8, 2020. Currently, Jenna Wagner is acting director and she works directly with himself and Matt Weaver at DHCD.

Jenna continued the staffing report. She has been in the Deputy Director position since March which allowed us to hire Chad Thompson, as the Marketing Manager. Marcia Dempsey, departed the company in August, which allowed Krystal Mosely to take over the grant administration and development. Closure of the café, allowed Gwyn Hill to work as our Administrative Coordinator. Hiring of a facility manager – Tina Murray. Emily Mayo will be leaving us on November 4, 2020 and will be over the newly constructed AT Center in Damascus, VA. Calls on Emily to talk about her time with Friends.

Emily – Gives a thank you to the board.

Jenna – Continues with updates and advises of Leah Kidd’s tragic passing as well as Chef Charles Parker leaving. We are smaller, but arguably more efficient. We are taking a step back to reset; we are not applying for any new grant funding. Wanting to follow through on current projects, wanting to move forward into 2021 with good foundation.

Delegate Sam Rasoul – Impressed with the work that is happening within our organization.

Jenna – That concludes the Executive Director report.

New Business

Nominating Committee
Delegate Morefield – Gives thanks to Jenna and staff as well and hands it over to Duane Miller for Nominating Committee report.

Duane Miller – Spoke with all current officers about remaining in their current positions for another year and thankfully they all agreed.
Chairman – Delegate Will Morefield
Vice Chairman – Senator Ben Chafin
Treasurer – Mr. Bill Smith

At 10:50 a.m. Duane Miller makes a recommendation to keep all officers as they are now. Delegate Rasoul moved the motion. Senator Pillion seconded the recommendation. All are in favor.

Financials
Delegate Morefield – Gives thanks and looks forward to continue his support then hands it over to Jenna Wagner and Krystal Mosley for report on FY20 financials and grant reporting.

Jenna – Reminds the financial report is in the packet that was sent out. Will probably have some budget revisions for review in December due to staff transitions. We are in a good place financially.
- Sitting around $262,000 in the black – due to staff transition, PPP loan, down in expenses, revenues are up.
- Key item – cash liability challenge. Sitting at around $200,000 cash liability vs. upwards of $300,000.
- Marketing Budget – Drawing down on marketing funds, as of right now we are sitting on around $138,000 in reserve. Looking into sustainability on the path forward with regard to marketing programs.

Grant Financials – Jenna presented grant report which is a working document that details all of the current grant programs, money we have left to spend. We are working with finance committee to create a more streamlined document.

Krystal – Talks about the working grant document and how there will be a more detailed view on one document in one place.

Delegate Morefield – Do we have a motion to approve the financial report?

Bill Smith – Suggests the board accepts the report. Question regarding the PPP loan, I understand the loan forgiveness applications are able to be received. Have we submitted the application for forgiveness?

Jenna – Krystal has been in direct communication with the bank to get all of the proper documentation submitted.

Bill Smith – Great.

Duane Miller – Since PPP is still a loan is it considered revenue; how do we look at that?
Krystal – I have it listed as a grant revenue; it may need to be moved but after we get all of the proper information submitted, I’m fairly certain it will be forgiven. Maybe it should be listed as loan and then when we receive the forgiveness move it back to revenue. What are your thoughts?

Bill – Technically it’s a loan so it should be listed as a payable, we don’t know if they will forgive all or partial. That’s my suggestion.

Delegate Morefield – All in agreement that Krystal will make those changes. We have a previous motion by Bill Smith to accept the financial report do we have a second? Kevin Byrd seconded the motion. All are in favor.

Division Updates
- Marketing - Chad Thompson gave an overview of the marketing sustainability program
- Community Development Programs – Emily Mayo, Idalina Walker gave an overview and progress updates on community development.
  - Erik Johnston – Additional update – Appalachian Regional Commission POWER Initiative Grants were released and Virginia received six. Thank you to all localities for the support.
- Product Development Programs – Krystal Mosley gave an overview on the current status of all grant projects.
  - Bill Smith – Great update and wanted to congratulate you. Well done on winding some of these up and thank you.
- Cultural Heritage Programs – Jamee Gillespie gave an overview and updates on RTM.
- SWVA Cultural Center & Marketplace – Jenna Wagner gave an update and overview of the Cultural Center, including facility and program changes due to COVID-19. Possibility of potential tenants and revenue generation. More information to come in December.

Partner Organization Reports
- Round the Mountain – Nancy Brooks had nothing to add to addition to Jamee’s update. Board meeting to be held this afternoon.
- The Crooked Road - Carrie Beck gave an update and overview of The Crooked Road programs.

Approval of Next Board Meeting Date
Delegate Morefield - The next meeting date will be December 10, 2020 at 1:00 p.m.
Do we have a motion to approve? Bill Smith made a motion to accept this meeting date. Julie Walters Steele seconded the motion. All were in favor.

Adjournment
Meeting was adjourned at 11:36 a.m.