



Southwest Virginia Cultural Heritage Foundation Board of Trustees
Thursday, September 16, 2021, | 1:00 p.m.

Minutes

CALL TO ORDER AND WELCOME – Delegate James W Morefield, Chair
Meeting called to order by 1:01pm

ROLL CALL – Kim Davis, Secretary

Board Members Present (In Person): Kevin Byrd, Senator Travis Hackworth, Dr. Adam Hutchison, Erik Johnston, David Matlock, Rita McClenny, Delegate Will Morefield, James Morani, William (Bill) Smith, Julie Walters Steele

Board Members Present (via Phone): Delegate Chris Hurst, Dylan Locke, Duane Miller, Senator Todd Pillion, Delegate Sam Rasoul, Kathy Shearer

Staff and Guests: Kimberly Davis, Krystal Mosley, Tina Murray, Chad, Thompson, Idalina Walker, and Carrie Beck – The Crooked Road

DETERMINATION OF A QUORUM – Kim Davis, Secretary
Quorum was met.

PUBLIC COMMENT PERIOD
No comments given.

FINANCIAL REPORT – Kim Davis
Reviewed financials that were included in the Board Packets.
Note: Second round of PPP will be submitted in September 2021.

NEW BUSINESS

Adoption of the Agenda and Approval of Minutes from June 2021

A motion was made to Adopt the September 2021 Agenda and Approve the June 2021 Minutes by Kevin Byrd with a second by Rita McClenny. Vote passed.

People Inc Agreement with Cultural Center – Erik provided an overview of the updated People Inc agreement. Contract was provided in Board Packet. The following is the main change to the agreement:

“WHEREAS, the Reserve Fund Cap of \$1,283,200 is the required collateral maintenance level, the parties hereto desire to modify the description of the collateral encumbered by Notes to reflect that the Reserve Fund Cap is a target and shall not be required to be maintained on an amortized payment schedule, provided that by September 30th of each year (beginning 9/30/2022) Borrower make an annual payment into the Reserve Fund equal to two and a half (2.5) percent of the difference between the Reserve Fund Cap and the Reserve Fund balance as of June 30 of each year, net of any encumbrances such as amounts being used as loan collateral.”

The Reserve Fund Cap is \$1,283,200. Currently, the Reserve Fund Balance is \$675,000. The difference from the Reserve Fund Cap to Reserve Fund Balance is \$608,200, and 2.5% of the \$608,200 difference is \$15,205 (amount due in September 2022.)



EXECUTIVE DIRECTOR REPORT – Kim Davis

- Kim Davis gave an overview of her first 2.5 months with Friends.
- Cultural Center has expanded hours and open six (6) days per week.
- ARC Event Update – Erik/Kim gave an overview of the ARC Conference coming to St. Paul and Abingdon October 4-5, 2021.
- Tenant recruitment – Ended contract with local real estate agent in August. No leads or results had been produced in the first six (6) months of the contract.
- Partnership Program – Discussed the Partnership Program report. This report was distributed in the Board Packet and reviewed.
- Marketing Update – Friends is working with Lori Worley with the High Road Agency for a few months to assist with Public Relations. High Road will assist with press releases, e-newsletters, and assisting Chad with building relationships with local media.
- Development Update: Kim asked Ida to give an update on the Cumberland Plateau Recreational Analysis project and the SE Group's site visit in September.

VIRGINIA TOURISM CORPORATION UPDATE

Rita McClenny presented an overview of the Virginia Tourism Recovery Program. Details will be released by VTC in October.

PROJECT UPDATES

Mendota Trail and Creeper Trail Updates – Idalina Walker

Overview of the Mendota Trail project that recently wrapped up this Summer, and an overview of the Creeper Trail Master Planning Project that is underway.

SWVA Marketing Partnership Program – Chad Thompson

Chad provided an overview of the community visits in Giles County, Fries, Marion, Franklin County, and other key places he has visited to capture video footage. Also, discussed recent Podcasts.

Cultural Center Maintenance Update – Tina Murray

Tina provided updates on the roof maintenance, landscaping, exterior and indoor lighting upgrades, parking lot, and other major updates that have been made to the facility in the past few months. Senator Todd Pillion commended Tina and the team for all their hard work to make the facility and maintenance updates, and noted how great the facility was looking.

PARTNER UPDATES

'Round the Mountain Update – Kim Davis

- 'Round the Mountain Memberships have increased 12% since June 2021. The staff is focused on renewing members since many members expired during the pandemic. Also, items from artisans will now be processed immediately after arriving to facility.



Crooked Road Updated – Carrie Beck

- The Crooked Round recently set up a small stage at Bristol Rhythm & Roots Reunion and planning to have a stage at the State Fair.
- Discussion on Heritage Music Funds and preparing for 20th Anniversary in 2024.

APPROVAL OF NEXT BOARD MEETING DATE – Delegate James W Morefield, Chair

A motion was made to hold the next meeting on Thursday, December 9, 2021 by Rita McClenny with a second by Erik Johnston. Vote passed.

ADJOURNMENT - Delegate James W Morefield, Chair

A motion was made to adjourn the meeting by Senator Todd Pillion and seconded by Rita McClenny. The meeting was adjourned at 2:18pm.