



Southwest Virginia Cultural Heritage Foundation Board of Trustees

Thursday, June 9, 2022 | 1:00 p.m.

Meeting Minutes

1. **Call to Order and Welcome** – Senator Morefield called the meeting to order at 1:10 p.m.

2. **Roll Call** – Kim Davis
Attending: Delegate Will Morefield, Senator Travis Hackworth, Senator Todd E. Pillion (V), Duane Miller, Amanda Pillion, Kathy Shearer, Bill Smith, Julie Walters Steele (V), Bryan Horn (V), and Becky Nave.

Absent: Kevin Byrd, Dean Chiapetto, Linda DiYorio, Mary Anne Holbrook, Adam Hutchison, Dylan Locke, David Matlock, Sam Rasoul, and Ellen Reynolds

V = Virtual

Staff Attending: Kimberly Davis, Tina Murray, Becky Littleton, Ida Walker, Ryana DeArmond

3. **Adoption of Agenda** – Senator Morefield.
A motion was made by Duane Miller to approve the agenda. Second by Senator Hackworth. Vote. Motion carried.

4. **Approval of Minutes from March 2022** – Delegate Morefield. Change Mary Ann Holbrook and Becky Nave were in attendance. Motion to approve the minutes from the March 2022 meeting with two corrections by Senator Hackworth. Second by Bill Smith. Vote. Motion carried.

5. **Executive Director Report** – Kim Davis
 - Friends received grants from TRRC for \$140,000 and \$20,000 from VTC to support 2022-2023 upcoming marketing projects.
 - Hosted Secretary of Trade and Economic Development office with a great visit in the Cultural Center
 - Hosted a team from the Tri Cities Airport for meeting of regional tourism and legislative partners. Meeting was to make certain of regional representation and conversation in the future of the regional airport.
 - Partnership Program ended the year up 18% with appx \$50,000 collected. Team will be working on developing this program further in the upcoming year.
 - PBS Appalachia – Virginia: Update on partnership with Blue Ridge PBS. This will be the first PBS digital station in the country. We are working to partner with Blue Ridge PBS to place the station in the Cultural Center. They have hired a General Manager. Funding in the proposed Commonwealth's general budget and will be looking at developing more funding to be able to renovate the Cultural Center's upstairs kitchen and modify the upstairs location for them to sub-lease space.
 - Highlighted conferences the team has participated in since the last meeting.



- Coordinated a Friends Leadership Retreat in Giles County which was a time for the leadership team to develop plans and goals for the future.
- Open Staff Positions – Marketing, Development support person, Events/Group Sales; job descriptions being developed
- Love SWVA Concert Series – July 2nd, Symphony of the Mountains; August 26 Bluegrass Pickin’ on Classic Rock with Iron Horse and another show in September/October.
- Hosting the SWVA Tourism Awards as a part of the Reignite Tourism in Wytheville on August 22. This will be an opportunity to recognize and share the incredible marketing things going on in the region.

6. **Financials** – Becky Littleton

- Becky reviewed the ‘Round the Mountain and Friends of Southwest Virginia financials as were distributed in advance of the meeting
- Reviewed the IRS Form 990 for both Friends and ‘Round the Mountain
- Reviewed the 2020-2021 annual audit report. The final report reported no findings.

7. **Deputy Director of Operations Update** – Tina Murray

- Comfort Systems has completed their inspections with work being completed on systems that are aging and in need of attention.
- Next phase of the roofing will be starting shortly with work being completed by JT Morgan from Roanoke. Waiting on materials for south side gutter work. Issues have been created due to initial installation issues.
- A pine tree recently fell and has been removed and currently inspecting other trees. May have to remove or trim back others for safety reasons.
- The distributed board packet includes a list of recent group visitors
- Love SWVA, July 2nd event with Symphony of the Mountains will be a great event that you should attend. Sponsors Tri Cities Airport, VA Highlands – proceeds going back into marketing

8. **Marketing Update** – Kim Davis

- Overview of the MAP Projects, which include Mt Rogers Regional Partnership’s Website and Videos; Southwest Virginia Museums – Website, Social media, Digital marketing assistance; and Blue Ridge Crossroads Small Business Development Center – Launching project in Summer 2022
- Social Media: Facebook engagement is up 62% and Instagram up 41% bringing people into the center and the region
- With the grant funding discussed earlier in the meeting we will be working with regional partners to feature all 19 counties. Working with professional video and photography company beginning in August 2022 and continuing into 2023. Goal is to market the region as a single entity.



9. Development Update – Ida Walker

- Construction Projects
 - High Knob Destination Center -Currently out to bid which closes on July 12. Incredible team effort to keep this project moving forward
 - New River Destination Center – Closed bid was 150% of budget. Team has developed an alternative to update an existing Mountain Lake building that after modifications will be shared. Modifications will include restroom, shower, façade, etc. Will be a quick turnaround on drawings and approval by the Mt Lake Board in order to get back out to bid.
 - Haysi Boardwalk – Bid was unsuccessful; however, will go back for a second bid opportunity on July 10. With some personal contacts to contractors, and the ability to accept a single bid, it is anticipated the second bid opportunity will be successful.
- Planning
 - Mt Rogers Master Plan is wrapping up with some projects that were featured in the plan already being developed
 - Lee and Wise County – Recreational access grant. Currently developing project list to determine the best use of the funds available. Those include boat launch locations on the Powell River in Lee County and a pump track/skate park in Big Stone Gap. Additional private or town funding could be included in this project.
 - Cumberland Plateau – Identified the opportunity at Breaks Interstate Park. Friends secured foundation funding to assist with developing a Hospitality sustainable plan, taking the 2019 Breaks plan and moving it to the next steps within the hospitality portion of the plan. Developing a Change Makers video showcasing leaders in a “pitch” video. Actively fundraising to continue moving this project forward.

10. New Business - None

11. Partner Update: Virginia Tourism Corporation, Becky Nave

- Tourism grants were announced last month. SWVA was awarded at 19.2% of the 20% available from Go Virginia Region 1.
- August 22, Reignite Tourism in Wytheville to celebrate tourism in SWVA
- Nov 13 – 15 – VA1 in Norfolk
- US Today travel writers are in the area and were in the Center earlier today. They will be in the area all week, following the Crooked Road.
- IBMA, Sept 29 – VTC taking 14 counties to the event



12. Partner Update:

- The Crooked Road, Carrie Beck
 - Youth Music Festival was a great success in a new competition format. 24 participants with \$1,200 in cash awards. Looking to build on this year's success.
 - Multiple upcoming events with various partners
 - Programming will include a Crooked Road stage at Bristol Rhythm & Roots Reunion inside the museum.

- 'Round the Mountain, Kim Davis provided update in Ellen's absence
 - Currently, 'RTM has 181 members, 143 are juried into the Cultural Center
 - Focus on increasing representation from underrepresented regions
 - Point of Sale System is being upgraded and will include updated artisan ecommerce opportunities
 - Four (4) New Artisans were juried and accepted: Glenna Buchanan – acrylic pours; Judy Clark – windchimes from metals; Skyler Hill – acrylic; Amanda Sprinkle – basket maker
 - Will host artisans to exhibit during VA Highlands Festival
 - Artisan survey being conducted with great response. The survey will assist with the future planning, making sure to meet the needs of the artisans.
 - 3 new board members were approved at the last RTM meeting.

13. Approval of next meeting date – Delegate Morefield, Chair

- Bill Smith made a motion the next Foundation meeting to be held on Thursday, September 15, 2022 at 1:00pm. Second by Kathy Shearer. Vote. Motion approved.

14. Adjournment at 2:35 p.m. – Delegate Morefield, Chair