



## Southwest Virginia Cultural Heritage Foundation Board of Trustees

Thursday, September 15, 2022 | 1:00 p.m.

### Meeting Minutes

1. **Call to Order and Welcome** – Delegate Morefield

2. **Roll Call** – Kim Davis. Following roll call a quorum was established.

Attending (in person): Mike Cochran, Senator Travis Hackworth, Mary Ann Holbrooke, Dr. Adam Hutchison, Delegate Marie March, David Matlock, Duane Miller, Rita McClenny, Delegate Will Morefield, Julie Walters Steele, Ellen Reynolds, Becky Nave, Matt Weaver, Kim Davis, Tina Murray, Becky Littleton, Olivia Bailey, and Ryana DeArmond.

Call In: Kevin Byrd, Dean Chiapetto, John Kilgore, Dylan Locke, Bill Smith,

Absent: Bryan Horn, Senator Todd Pillion, Amanda Pillion, and Delegate Sam Rasoul.

Welcome new board members: Delegate Marie March, Mike Cochran – new Abingdon Town Manager

Welcome new Staff member: Olivia Bailey, Director of Marketing

3. **Public Comment**

4. **Adoption of Agenda** – Delegate Morefield. Motion to approve Rita McClenny. Second by Senator Travis Hackworth. Vote. Motion carried.

5. **Approval of Minutes from June 2022** – Delegate Morefield. Motion to approve the minutes with one correction by Rita McClenny. Second by Ellen Reynolds. Vote. Motion carried.

6. **Executive Director Report** – Kim Davis

- LOVE SWVA – Partnership with Symphony of the Mountains, July 2<sup>nd</sup> event
- DHCD Leadership team met with Governor Youngkin and other administration representatives. Great opportunity to highlight what our organization is doing and the impact on the region.
- Key Events attended:
  - Appalachian Trail Center Grand Opening
  - Lt Governor Visit in SWVA
  - Traveled to Patrick County – spoke at Chamber event
  - Sponsored the tourism awards luncheon at the Reignite Tourism Conference in Wytheville



- LOVE SWVA Concert Series – Iron Horse in August
- Partnership program - \$50,000 in support for fiscal year 2022. Looking to increase that support.
- Open staff positions – Part time Front Line, Visitor Services & Events Manager, Development

#### 7. **Financials** – Becky Littleton

- Q4 Financials – Reviewed the ‘Round the Mountain and Friends of SWVA profit & loss statement and balance sheet as were distributed in advance of the meeting.
- Budget Amendment – It was determined the eligibility to receive an Employee Retention Credit through the CARES Act funding. This will provide for an approximate \$33,000 in revenue. Additionally, the gutter work that was provided for in the 2021-22 budget was not able to be accomplished due to material delays. Requested adding this additional cost to the 2023 budget in the amount of \$33,000. Both items were also discussed and approved by the Finance Committee.

#### 8. **Deputy Director of Operations Update** – Tina Murray

- Simple Rhythms – Average of 500-600 in attendance each week through this facility rental agreement. This is great exposure and is bringing people into the building that haven’t been in the building before.
- Process of planning Christmas Holiday events which will include Made in SWVA (November 5<sup>th</sup>) in collaboration with Mistletoe Market, Breakfast with Santa, possible Symphony of the Mountains candlelight event, Children and Pet photos with Santa
- Security system – working to consolidate 5 independent systems
- Guttering work has been held up due to supply chain issues. May be spring before the work can be completed.
- The sound system has been remapped to the original design and is operating and sounding much better. This had not been done following the renovations.
- Calcium buildup in the building water – looking to install a filtration system to reduce impacts
- Will be completing maintenance upgrades to all exterior doors, replacing seals and operational mechanisms.
- LOVE SWVA events:
  - 175 people at the center for July 4<sup>th</sup>. Beautiful event.
  - Iron Horse – good participation including visitors from out of the area
- Collaborated with VA Highlands Community College to present the Book of Mamaw
- Made in SWVA – Hosted artisans in the Cultural Center for a 9-day event held in conjunction with the VA Highlands Festival.



#### 9. Marketing Update – Kim Davis

- Partnering with Blue Ridge SBDC to offer marketing and small business support through the Grayson County Business Support Initiative. This will be coordinated through our MAP (Marketing Assessment Program). Four businesses have been identified to receive the support.
- 2023 Marketing Campaign will include Video & Photography planning. Will be a project that Olivia will be leading.

#### 10. Development Update – Idalina Walker

- Reviewed the Breaks Interstate Park assessment handout. Exceptional steering committee of representatives from VA and KY. Building on the Cumberland Plateau plan with private funding from the Thompson Charitable Foundation and the Genan Foundation. This will be a quick project with an anticipated Spring 2023 rollout.
- Ida has been appointed to the VA Tech Landscape Architecture Board. With her recommendation Patrick County was chosen as a project to focus for outdoor assessment planning.
- Planning
  - Mt Rogers – Final meetings developing Wayfinding and signage
  - Cumberland Plateau – Wrapping up with developing final marketing collateral
  - Power 18 – Multi-state bridge builder campaign. Meetings continue. Team travels to TN Tech next week.
- Construction projects
  - Haysi River Access – successfully went to bid with Inland Construction providing the low bid. With some additional DCR funding it is anticipated going to contract in the next 60 days. Anticipate breaking ground this fall.
  - High Knob Destination Center – Under construction with Ball Construction. Original bid came in over bid and the Town of Norton stepped up to close the funding gap.
  - New River Destination Center – The project moved to renovating an existing building that is owned by Mtn Lake. Verbal contracts are in line and look to enter into formal contract in the next 30 days.

#### 11. Old Business

- None

#### 12. New Business

- None



**13. Partner Update:** Virginia Tourism Corporation, Rita McClenny

- Governor will be in Bristol tomorrow as the Grand Marshall of the Bristol NASCAR race. NASCAR announced four VA races are on the 2023 schedule.
- Administration has enjoyed their visits to the region and has been impressed with the region's leadership
- Grant opportunities –
  - i. Micro Business, deadline Tuesday; awards up to \$5,000 for marketing focused concepts in the tourism/hospitality sector
  - ii. Drive Outdoor – to promote outdoor assets
  - iii. ARPA funds are still available and is used for marketing in larger metropolitan areas
- New signage contact person for State highway signage program. Contact information:
  - i. Directional Signing Program LLC (DSP)  
Trevor Hershey, Asst General Manager  
[trevor@vaidsp.com](mailto:trevor@vaidsp.com)  
Mobil: 512-925-3239  
Office: 804-404-3507  
[www.vaidsp.com](http://www.vaidsp.com)
- Encourages participation at the VA1 Conference
- Bristol Casino, Virginia Community Capital – Pitch Contest – to support businesses to provide goods to the Bristol Casino. Grant requires being in business at least 2 years and women/minority owned. Procurement workshop being hosted by Hard Rock to help businesses complete the Virginia Lottery vendor application.

**14. Partner Update:** 'Round the Mountain, Kim Davis and Ellen Reynolds

- Ellen - Meeting on Tuesday, followed by a round table meeting. Great team energy.
- Discussed things we used to do and might want to consider bringing back, along with new ideas for artisan engagement.
  - i. How do we market, educate, and support artisans
  - ii. What is the Vision
  - iii. Currently: 150 members, 128 juried
- Ryana - Point of Sale System
  - i. Moving to Shopify, which is extremely user friendly and versatile
  - ii. Brought in professional photographer to photograph 1,300 items (appx 10 items per artisans) and will be items available for sale online
  - iii. Anticipate transitioning to the new system in the next 3 weeks
- Fall Jury – September 20 – October 2, announcements mid-October.



- Upcoming Artisan Events
  - i. Made in SWVA – coordinated with the Mistletoe Market at the Higher Ed Center
  - ii. Bristol in Bloom
  - iii. SWVA Arts & Music Fair, in Wytheville – Spring 2023

In Delegate Morefield’s absence, Delegate Hackworth assumed the duties of conducting the meeting.

**15. Partner Update: The Crooked Road**

Upcoming Activities:

- At Bristol Rhythm & Roots Reunion in the museum space and standing room only for all shows of regional artists
- Attending IBMA in partnership with VTC and Friends of SWVA
- Participating in the Franklin County State Fair
- Volunteering for Blue Highway Fest in BSG
- Songwriting event at Mt Empire on October 6
- Sponsoring Kickoff Blue Ridge Folk Life
- Dec 6 – Musician networking event at Floyd Country Store
- Purchased and distributing new major venue banners for all counties.
- 20<sup>th</sup> Anniversary logo for 2024 is being developed
- Writing a grant to purchase equipment to produce quality podcasts
- Working with Mid Atlantic Arts Foundation – granting program for stipend to support artists’ work
- Hosting DMO feedback to assist new residents to find opportunities for volunteering in the region
- RFP to create Signature art was sent to ‘Round the Mountain artisans. Deadline for submissions is October 15.
- Looking forward to coordinating a Fiddlers Convention at Breaks Park. Tentative date October 13-15, 2023

**16. Approval of next meeting date – Senator Hackworth**

- Thursday, December 15, 2022, 1:00 p.m.

**17. Adjournment – Senator Hackworth**