



Southwest Virginia Cultural Heritage Foundation Board of Trustees

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

Minutes

1. **Call to Order and Welcome** – Senator Travis Hackworth, *in the absence of Delegate Will Morefield, Chair*

2. **Roll Call** – Kim Davis

Present: Senator Travis Hackworth, Bill Smith (call in), Dean Chiapetto (call in), Duane Miller, Michael Cochran, Ellen Reynolds, Julie Walters Steele (call in), Amanda Pillion, Dr. Adam Hutchison, Mary Ann Holbrook, David Matlock, and Todd Weinstein for Bryan Horn.

Absent: Senator Todd Pillion, Delegate Marie March, Delegate Will Morefield, Delegate Sam Rasoul, Kevin Byrd, Dylan Locke, and Rita McClenny.

Staff Present: Kim Davis, Becky Littleton, Idalina Walker, Olivia Bailey, and Ryana DeArmond

3. **Public Comment**

4. **Adoption of Agenda** – Senator Hackworth - Motion to adopt the agenda by Mike Cochran. Second by Amanda Pillion. Vote. Motion carried.

5. **Approval of Minutes from September 15, 2022** – Senator Hackworth – Motion to approve the minutes from the previous meeting by Duane Miller. Second by Ellen Reynolds. Vote. Motion carried.

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

- Thank you for attending and your support and encouragement for our staff and projects.
- DR Mullins painting, on permanent loan from Virginia Highlands Community College has been installed outside the Board Room
- Appalachian Trail Magazine is available for Board members today with an article on the Damascus Trail Center and comments included by Idalina Walker.
- Increased motorcoach visits to the Cultural Center with 10+ visits recently. We will continue to work to expand their visits into the full region and drive business to other localities
- Marketing Access Program – working with 3 small businesses in Grayson County on marketing support.
- LOVE SWVA series has wrapped up with the Christmas Concert. Series consisted of four separate shows.
- New ecommerce site launched in September, along with new Point of Sale system which launched in November.
- Haysi Riverwalk groundbreaking was a great event to celebrate the start of this project.
- High Knob Destination Center will have groundbreaking tomorrow



- Staff have recently attended: IBMA, VA1 Governors Conference, ARC Leadership Institute
- We will partner with The Crooked Road on a SWVA Showcase February 7, 8, and 9, 2023 – The team will be visiting with The Crooked Road, 'Round the Mountain, Friends of SWVA. This will be an opportunity to connect with partners in Montgomery, Wytheville, and St Paul.
- Wrote and distributed a Letter to the Editor encouraging Shop Small, Shop Local, Shop Local Artisans and was sent to local publications.
- PBS Update – After consultation with legal counsel and reviewing current land lease and operational agreements between People, Inc., VHCC and SWVA Foundation, we were advised to not proceed with this rental. Significant changes to the current agreements would have been required and were not advised. PBS is working to secure another location in the region.

7. **Financials** – Becky Littleton

- Reviewed the July – September 2022 profit & loss statements compared to budget and balance sheet for Friends and 'Round the Mountain that were distributed in advance of the meeting.
- Reviewed the Annual Audit Report for June 30, 2022 as was distributed in advance of the meeting. Also reviewed the annual IRS Form 990 for June 30, 2022 as was distributed in advance of the meeting.
- The Finance Committee recommends authorizing staff to open new bank accounts at First Bank & Trust. A Request for Proposals were completed in the fall of 2021.

8. **Deputy Director of Operations Update** – Kim Davis, in absence of Tina Murray

- The Cultural Center is ready for Christmas. We have hosted several events including Photos with Santa, Pet photos with Santa, Christmas show, Breakfast with Santa.
- Some gutter work has been completed, more work is needed
- Made in SWVA – in conjunction with Mistletoe Market – great opportunity for artisans to be in the building and showcase their craft.
- New winter hours for January-March will include closing the Center at 5:00pm instead of 6:00pm Tuesday - Saturday.

9. **Marketing Update** – Olivia Bailey

- Marketing Access Program, MAP – offering to small business for Friends to do the heavy lift. Working with Blue Ridge SBDC in Grayson County to help with marketing efforts. They awarded funds to several businesses to assist businesses who were hard hit by the pandemic but may not have received other pandemic relief funds.
- Gift Guides – Created for Shop Saturday, Shop Small; also created to be in support of the new ecommerce site; these will continue into 2023 around other shopping holidays.
- Haysi Riverwalk Groundbreaking last month was a great opportunity to celebrate with the Town the start of this important project. All signage was updated to represent the 10 partners working on this project.
- High Knob Destination Center Groundbreaking tomorrow
- Marketing has been focusing on social media, mainly on Facebook. 4 social media accounts are seeing increased traffic and is a good way to keep up to date



- Working on several strategic initiatives to drive traffic to the ecommerce sight
- 2023 will be focused on content creation

10. Development Update – Ida Walker

- Construction Projects
 - Haysi Riverwalk under contract with Inland Construction and sub-contractor McFall Construction
 - High Knob Destination Center – Construction has started with the official groundbreaking ceremony tomorrow in Norton.
 - New River Destination Center – Currently out to bid for a second time. Bid will close January 13 and, once a contractor is selected, will move forward quickly.
 - Breaks Interstate Park Strategic Operational Assessment – Work continues the plan, with a goal to wrap up by Summer 2023.
 - Power 18 – Gaining momentum capturing stories of the region and hope to be complete by Fall 2023.
 - Lee/Wise Recreation Access – Master planning process is wrapping up and next phase will begin in Spring/Summer 2023.
- Cumberland Plateau Outdoor planning document – Full marketing package will be available in January 2023. The board previewed a promotional video that will be available with the marketing package. Link to website and vide: <https://cumberlandplateauswva.com/>
- Work is beginning on visioning for future projects. This will be an opportunity to reorganize the Development Committee in 2023 who can assist with making solid plans that will impact future development opportunities. More information on the Development Committee will be shared at the March 2023 board meeting.

11. Old Business

12. New Business

13. Partner Update: Virginia Tourism Corporation, Kim Davis in absence of Becky Nave

- Congratulations to Steve Galyean on his retirement. Becky has been promoted to fill his position and will be serving statewide. The position Becky is vacating is posted until the end of December.
- Grants – Marketing Leverage, DMO, Festival & Events – applications opening on or around January 17; Small Business – late summer 2023 / ARPA –Applications are open until December 31; money is already allocated to each town or city and the VTC team does not want anyone to lose their allocation.
- Virginia Tourism Day on the Hill, January 25. SWVA Reception/Luncheon will be hosted by VTC on January 25 – SWVA representation is valued and requires advance registration. Link to Registration: <https://www.bristolchamber.com/events/details/southwest-virginia-legislative-reception-795383>



14. Partner Update: 'Round the Mountain, Ellen Reynolds

- Artisans are excited to see the marketing efforts and excited to be a part of the Center
- Artisans are grateful to have access to photos of their products
- Frontline are doing a great job
- Itineraries are a great resource for tour operators, opportunities to move groups throughout the region
- With loads of intentional work by staff total membership 192, up from 140 at its lowest. The goal for the end of this fiscal year is 200 members.
- Juried members are at 147 and represented by county was displayed
- Fall jury – 6 new members, 10 new members this year
- Launched the new ecommerce store and have seen a 21% increase in consignment inventory.
- RTM participated in the United Way Rural Summit Reception at Nicewonder – Commonwealth First Lady wanted emphasis on local artisans. Good opportunity to focus on artisans.
- Bristol Casino Pitch Contest partnership with Commonwealth Community Capital. Congratulations to Cultural Center artisans Beagle Ridge & Anne Vaughn on winning the prize awards. Will be looking at the possibility of registering 'Round the Mountain as a vendor giving all the juried artisans in the Cultural Center opportunities to sell as a group.

15. Partner Update: The Crooked Road, Carrie Beck

- Staff attended the Governor's Conference on Tourism
- Hosted Orchestra Appalachia & the Mountain Empire Community College string band at the Cultural Center; Hosted Women of Old Time at the Rex & Cultural Center
- Held a musician networking opportunity at the Floyd Country Store. This was the first of several opportunities that are being planned as musician professional development events.
- Future planning includes:
 - Attending VRLTA Day on the Hill
 - SWVA Showcase series in conjunction with Friends of SWVA and Round the Mountain
 - WEHC Sampler
 - Carter family themed concert in conjunction with Barter Theatre's "Keep on the Sunny Side" production
 - TCR Championship Convention (tentative at The Breaks)
- Other
 - 3rd Quarterly Magazine edition is at the printers
 - Will be creating a tear off map with QR codes to regional tourism partners
 - Commercial has been developed and will be on The Vacation Channel, a Roku Channel starting in mid-February
 - Developing "Signature Art" with Ellen Elmes that will be used in various promotional and marketing ways.

16. Approval of next meeting date – Senator Hackworth - Motion to approve next meeting date by Duane Miller. Second by Ellen Reynolds. Vote. Motion carried.

- Thursday, March 9, 2023 1:00 p.m.



17. **Adjournment** – Senator Hackworth – Motion to adjourn by Mike Cochran. Second by Senator Travis Hackworth. Vote. Motion carried.