



**The mission of the Watauga Arts Council is to sponsor and encourage
the cultural arts in Watauga County, North Carolina**

**Watauga County Arts Council
Board of Directors Meeting
May 8, 2014**

Board Members Present: Pat Lanno, Steve Frank, Pat Moritz, Susan Lutz, Beth Carrin, Betty Womack

Staff: Cherry Johnson

Call to Order-5:35 pm

Approval of Minutes - Beth moved to accept the April minutes; Susan seconded; approved.

Committee Reports:

Finance Committee - Financial Report handed out - WCAC Balance as of 5/8/14 - checking \$1187.08; \$6356.00 new designated funds (savings account); holding account (old designated funds account) \$502.92; Fiscal Agent account (Community Band and Sister City) - as of 5/8/14 - checking \$36.32; money market account \$39,309.27

Cherry went over the Finance report and also explained about the high water bill; we don't have a leak but new parts (flappers and handles) are needed for the 3 toilets in the back; Cherry will check with American Standard about getting parts.

Steve is working to get major large donors; "Major Gifts Committee" being formed to reach people willing to give large donations. Steve Frank, Lois Norris, Jody Bargerstock, Mary Karam - committee members; Cherry will talk to Norma Suddreth as a possible member. Looking for several \$10,000+ donations per donor.

Steve will be talking with Boone's mayor regarding the \$208 still owed to the WCAC. If no results in a few days, Steve will attend council meeting and speak during the 3-minute public time, but is hoping not to have to do that.

Business of the Month - An App. State marketing student shadowed Cherry and attended the last membership meeting; she took some of the Bus. of the month forms with her - Kajay's Coffee Shop and Almost Rodeo Drive in Blowing Rock have signed on; Cherry gave out forms at the business expo and has received a form from Mountain Landscaping

Membership - membership committee will meet next week to talk about how to handle monthly membership mailings; asking board members to submit 5 names at each board meeting; Cherry handed out a list of current members; Pat Lanno has written the letter and volunteers will be needed to get them ready for mailing.

Workshops: new listing was handed out; Cherry explained the Business of Art Workshops and

sent out a mass media press release to advertise all the various workshops. She is also working on putting together a flyer to send out in May to the schools listing all the WCAC workshops, Summer Arts Camp and other activities.

David Smith is interested in teaching a guitar workshop; waiting to hear back from App. Community Music School regarding this idea; might need to hold it in Avery county if the music schools sees this as competition for their program even though David would be doing this to build up his number of Community Music School students.

Old Business:

Arts Festival - June 7 - will be more of a celebration rather than a fundraiser due the a lack of vendors applying - committee met and decided to lower the vendor fee to a flat \$25; music will be from 11:00-4:00; start festival at 10:00; changed application date to May 15 and will accept vendors as applications come in; still planning for a food truck; boy scouts (kettlecorn); possibly a raffle - tickets (15 for \$5) for discounts with local businesses; will be working on children's activities; would like to get flyers handed out at the May 17 Art in the Park and at the Farmers Market

Summer Arts Camp: registration has begun - 10 so far - Week of July 7; staffing is complete; still looking for host families for teams and volunteers;

Artful Palette: Aug. 23 - Harvest House - 6-10 pm; will send \$100 check to hold the date; Steve Frank will meet with wineries about wine tasting using their licenses; talking with Earth Fare for cold food; WCAC would need to provide water and soda; Silent Auction - suggested using boxes or jars for each item where people would insert their tickets into those for whatever items interest them instead of signing a paper; Cherry asked Betty to consider running this again and to see if she can find a nice place down south as a weekend getaway live auction prize; Glenbridge is interested in sponsoring again this year - no \$ amount specified as yet.

Adult Services Expo - Cherry passed around sign up sheets to get volunteers to help at this expo on May 9 at the Boone Mall.

Entropy Dance Crew Benefit for WCAC: was held at Legends on April 26; Dance crew representative was present at the board meeting; She is still waiting for Legends to let them know the final \$ amount raised; Susan Lutz will get in touch with the members to see if they are interested and available to perform at the June 7 Festival and Aug. 21 Artful Palette events.

Avery County Outreach: Cherry and Mary Karam met and discussed possible locations for workshops - YMCA, Mayland Community College - several other locations are interested; possibly offer Avery artists (as a group) one month on the ArtSpace exhibit calendar without being WCAC members as a way to entice them to get involved with WCAC - possible name for the exhibit "Celebrating our Neighbors"

New Business

Cherry received a call from a man about a garage/warehouse across from Char to see if we were interested in using it for exhibitions or moving there; Cherry advised the board that there is no time right now to pursue this idea;

Cherry passed around a sheet for volunteers for Second Saturday - May 10.

Meeting adjourned at 7:35 pm

Dates to remember:

Friday, May 9	Adult Service Expo at Boone Mall 8 am - 2 pm - still need help
Saturday, May 10	Second Saturday Reception 5:30-7:30 pm
Tuesday, May 13	Festival Planning Meeting - noon
	Finance Committee Meeting - 4 pm
	Membership Committee Meeting - 5:30 pm
Thursday, May 15	Gallery Committee Meeting - 4 pm
Wednesday, May 28	WAANC meeting - Cherry needs to attend so help is needed with overseeing the ArtSpace that day
Thursday, June 5	Finance Committee Meeting - 5:30 pm
Saturday, June 7	ArtSpace Birthday Celebration (Festival) 10 am - 4 pm
Thursday, June 12	WCAC Board Meeting - 5:30 pm
Saturday, June 14	Second Saturday Celebration of the Arts
Week of July 7-12	Summer Arts Camp
Saturday, August 23	Artfull Palette
Thursday, Nov. 20	WCAC hosts Business After Hours 5-7 pm