

RECEPTION

WELCOME *Linda Silk Sviland, President*

KEYNOTE PRESENTATION

“THE STATE OF THE ARTS: A LOCAL, STATE, AND FEDERAL PERSPECTIVE”

Jay H. Dick
Senior Director of State and Local Government Affairs
Americans for the Arts

Mr. Dick, in his advocacy capacity at Americans for the Arts, is responsible for building working relationships with state and local arts advocacy and service organizations and elected officials alike. His mandate: to positively affect the policies that promote state and local funding and expansion of the arts. He works closely with local arts groups and state arts advocacy organizations, such as our own Virginians for the Arts.

Mayors, state legislators, county officials, city leaders—all are engaged in conversations about the arts through Mr. Dick’s presentations, publications, and news articles. He is regularly interviewed by the media and testifies for legislative bodies as an expert in arts policy, the legislative process and grass roots advocacy.

An Iowa native, Mr. Dick has worked as a staffer in political campaigns, and has held positions with the Society for Human Resource Management (SHRM), Capitol Advantage (Capwiz), and the Society of Plastics Industry (SPI). He has also served on the staff of Senator Frank Lautenberg of New Jersey and Senator Tom Harkin of Iowa.

He is a member of the Board of Directors for the Arts Council of Fairfax County and Arts for Los Angeles. He received a B.A. in political science with a concentration in American History from Grinnell College in Grinnell, Iowa. He lives in Fairfax, Virginia.

PROGRAM

ARTS-ALONG-THE-RIVER.ORG REVISITED

Kathryn Willis, Vice President

THE ARTS COUNCIL: THE YEAR’S OVERVIEW - PRESENTATION OF THE ANNUAL REPORT

PRESENTATION OF TREASURER’S REPORT

Anne Betz, Treasurer

ADOPTION OF REPORTS

Linda Silk Sviland, President

ELECTIONS

NOMINATION AND ELECTION OF BOARD

CLOSING REMARKS

UPCOMING EVENTS: PUBLIC AWARENESS CAMPAIGN; SUSTAINING THE ARTS WORKSHOPS

Linda Silk Sviland, President

Welcome

The Arts Council begins its fourth year tonight as a non-profit corporation, although we've been gathering in support of the arts since 2006. We've accomplished quite a lot, for a small band of volunteers, and envision quite a lot more. We invite you to envision for yourself, as you hear about what we've been up to, and where we're aiming to go.

We thank you, our membership, for your contributions, support, and presence tonight.

We also thank our funders for their past support:

PNC Bank, and Glenn Kinard
The EDA of Fredericksburg, and JumpstArt! Initiative
The Arts Commission of the City of Fredericksburg
The Virginia Commission for the Arts
The National Endowment for the Arts
The Gordon C. Willis Charitable Trust



We extend thanks and gratitude to these organizations:

The Fredericksburg Center for the Creative Arts
The Fredericksburg Area Museum and Cultural Center
The Central Rappahannock Regional Library
The Ridderhof-Martin Gallery of the University of Mary Washington
The Backdoor Gallery
The JarrettThor Gallery
Creative Color Printers



BACKDOOR GALLERY



WHO WE ARE

We are a non-profit 501(c)(3) organization serving the cities of Fredericksburg and Colonial Beach and the counties of Caroline, King George, Spotsylvania, Stafford and Westmoreland.

We strengthen and sustain arts organizations, artists and arts-related businesses by offering services, coordinating communications, promoting arts events, and sharing arts news.

We partner in cultural tourism, educational programs, economic development, and long range planning.

2012-2013 BOARD

Linda Silk Sviland, *President*
Kathryn R. Willis, *Vice President and Recording Secretary*
Linda Monner, *Corresponding Secretary and Membership Chair*
Anne Betz, *Treasurer*

DIRECTORS

Nancy Fahy
Sue Henderson
Judy Laxague
Ana Rendich
Carl Thor
Joyce Thor
Carolyn VanDerJagt

2012-13: Highlights & Recognition

REGIONAL MEETING VENUES

The Arts Council began rotating the meeting venues for our Board meetings and workshops to arts-related venues throughout the service territory:

- In June '12 (our annual meeting) the Gallery at the Fredericksburg Area Museum and Cultural Center in Fredericksburg
- In July '12, (board meeting) JarrettThor Gallery, Colonial Beach, VA
- In Sept '12, (strategic planning) the theater at the Central Rappahannock Regional Library in Fredericksburg
- In Feb '13 (board meeting) Backdoor Gallery, Spotsylvania (Plank Road)
- In April '13 (board meeting) England Run Library (local artists gallery exhibit space), Stafford County
- In June '13 (our annual meeting) at UMW's Ridderhof-Martin Gallery

VIA COLORI (SEPT. 22-23)

The Arts Council sponsored, for the third consecutive year, an artist's space in Via Colori, the outdoor sidewalk arts festival managed and promoted by our outgoing Board member, **SUE HENDERSON**.

The Arts Council also underwrote the wine and beverages for the Via Colori artists reception.

THE WEBSITE, CALENDAR AND DIRECTORY

The arts-along-the-river.org website, calendar, and directory is by far the Arts Council's finest accomplishment of this fiscal year.

Thanks to the vision and tireless dedication of **CAROLYN VAN DER JAGT**, tenacious and talented master of this great project, the Arts Along the River site is impressively robust. The content is rich, the service area is widely covered, and the offerings of the site itself have greatly expanded to include, for example, a directory of Kids Summer Arts Camps; a listing of artist opportunities/calls for entries and other such resources; a scrolling menu highlighting upcoming events; a new focus on local writers; and cross-links with arts-related activities such as those sponsored by the region's parks and recreation departments. Ongoing featured artists' exhibits, music opportunities, regional winery arts events, openings and performances at restaurants and library branches—everyone who sees this site is impressed. The Arts Council and all of us as arts supporters are now tasked with spreading the word to the public at large to raise awareness of this rich resource for arts information.

The value of Carolyn's in-kind contribution to the Arts Council's website development exceeds \$6,000 over the past two years. Our great collective thanks to Carolyn Van Der Jagt for her impressive contribution to the arts community through her sustained efforts to develop and expand this extraordinary resource.

FINANCIAL RECORDS:

Additional recognition must also be extended to **ANNE BETZ**, our treasurer. A banker with BB&T, Anne brings a keen accounting mind to our board, and has not only organized our financials in accordance with best practices, but also has researched and assured our status as a tax-exempt charitable organization with both the IRS and the Commonwealth of Virginia, including our ability to serve as a fiscal agent for artists and arts organizations seeking tax-exempt status. This is often an invisible (and thankless) task, but here we rectify that by extending our very visible acknowledgment to Anne: Thank You!

FISCAL STABILITY:

- Our balance in June 2012 is \$12,746.10
- Our balance in June 2013 is \$9689.23

OFFICE SITE:

As most of the Arts Council's work is accomplished by members at home or in small committees, the Arts Council discussed in February the necessity of maintaining a physical office space, as the site served principally to store the Arts Council's materials and records. In May, the Arts Council relinquished its office space, which now serves as the office for the Rappahannock Youth Symphony, our "roommates" since September 2011.

STRATEGIC PLANNING AND ASSESSMENT:

In Sept. 2012, **CARL THOR**, our Board member experienced in facilitating strategic planning sessions, led a meeting for our board and other interested arts advocates to assess the Arts Council's status and design our next steps. The items that emerged from this meeting have also informed discussions at the Board meetings in February and April of this year.

Below is a summary of these sessions:

Our vision is to serve as the region's portal for arts and culture, and a stimulant for creativity, cooperation and interaction for the region's artists and cultural events. We have numerous assets: the area's history and heritage, the University and the community colleges, and the public's awareness of the value of the arts (for example, First Fridays are in the top three reasons why people come to Fredericksburg).

Our region's governments have mixed commitments to support of the arts, and this offers an opportunity for further awareness and cultivation. The City of Fredericksburg focuses on the arts through its Arts Commission, and closer coordination with that effort could prove beneficial for both organizations. The region's economy is still strained, and major businesses have limited resources for support. And promoting the arts and the Arts Council is challenging: media and outreach is scattered, often hit-or-miss.

The Arts Council has several positives to offer: our Website is robust, comprehensive, and regional, offering major potential to tourism and economic development links. As the Arts Council is non-governmental, there are no territorial boundaries or civic constraints, and the organization can set its agenda to reflect

the needs and desires of its member organizations and artists. We have a history of successful events and projects: hosting a state conference, offering several professional workshops, attracting strong leadership, receiving several grants and charitable donations, and envisioning and realizing the website.

Our challenges are largely the result of our being a membership-based organization without a paid staff: very rarely are arts councils strictly volunteer, as the mission is to serve the artists and organizations, and not to perform or present arts programming. Therefore, increasing membership and strengthening the committee system to accomplish specific goals becomes increasingly important. Promotion of our services, too, is challenging, as media outreach is largely reliant on news releases and online social media/web presence.

As a result of these reflections, our Board has emerged with a forward-looking strategy that includes:

- Increasing membership among artists, arts groups and the public
- Increasing manageable Arts Council participation through committee assignments
- Creating an annual signature event
- Further developing cross-marketing efforts with history and cultural tourism
- Maintaining and expanding internet presence: social media and linked websites
- Encouraging cooperation among governments, tourism/economic development, and arts organization
- Sponsoring workshops, art talks, and perhaps, art trips that are open to the public
- Increasing presence in local news outlets
- Building of public awareness about the arts and the Arts Council

The Arts Council has accomplished much in its beginning years. The groundwork is laid, and the organizational structure is established.

In the Works

Last month ACCR sent out press releases announcing the Kids Summer Arts Camps directory on our website. Based on the attention the press release received (Parent Magazine and others contacted ACCR), we are planning monthly press releases of area arts-related activities and events to the traditional media outlets in addition to promotion on our website.

Also, in the next six months the Arts Council will be offering two Sustaining the Arts workshops, and coordination with the various presenters in underway.

BYLAWS GOVERNING BOARD ELECTIONS:

Article IV/C. Terms of Office.

1. Members of the Board of Directors are elected to three-year terms and are eligible for election to one additional term.
2. No Director may serve more than two consecutive terms.

Article IV/D. Election.

1. Directors shall be elected by a majority vote of the membership at the Annual Meeting or at a special meeting called for such purpose.
2. Directors shall be elected from the nominees presented by the Nominating Committee and additional nominees from the floor.

2013 SLATE:

Nominations from the floor for Directors are invited.

PRESIDENT:

Linda Silk Sviland

VICE PRESIDENT &

RECORDING SECRETARY:

Kathryn Willis

CORRESPONDING SECRETARY & MEMBERSHIP CHAIRMAN:

Linda Monner

TREASURER:

Anne Betz

BOARD MEMBERS:

For election to the Board for a 3-year term:

Carolyn Bookout
Susan Carter Morgan

Board Members continuing service:

2nd year of three-year board member term:

Anne Betz
Ana Rendich

3rd year of three-year board member term:

Judy Laxague
Linda Monner
Linda Silk Sviland

2nd year of second three-year term:
Kathryn Willis

BRIEF BIOS OF BOARD MEMBERS AND NOMINEES:

ANNE BETZ is Vice President of BB&T and serves as Financial Center Leader and Small Business Advisor at the Jeff Davis Office in Fredericksburg, VA. Her banking career began with First Virginia Bank in Falls Church in 1980. First Virginia Bank merged with BB&T in 2003. She is a graduate of James Madison University with a BBA in Marketing and Management.

She has been a resident of Fredericksburg since 1983, is married and has two grown children. She is active with Rappahannock United Way, and the Fredericksburg Regional Chamber of Commerce. Previously, Anne served as Treasurer for Rappahannock Big Brothers and Big Sisters and as Treasurer for College Heights Community Swimming Pool.

CAROLYN BOOKOUT is the founder of Backdoor Gallery, (January 2008—4500 Plank Road), the mission of which is to feature works of emerging and more established artists, and to offer speakers and workshops to assist artists with personal development. She also is a radio talk show host on independent radio (Talk 1100 KFNX Phoenix, Monday 3 PM MST) and contact talk (Focus Factor Radio, Seattle, WA—www.ctrhotspot.com, Saturday 10 AM PST). She holds a BLS in studio art from University of Mary Washington and graduated from Syracuse University with a BS in Biology. She has taken additional courses in business, accounting, and management law, and has interests in fencing and the martial arts.

JUDY LAXAGUE is a realtor who also teaches courses for new realtors. She also owns Aristocrat Cruises and Tours, and has arranged group tours for musical groups to tour and perform in Europe. Retired after 37 years in federal law enforcement and the FBI, she was a founding member of the Rappahannock POPS Orchestra, and was also a founding member, and currently sings with, the Spotsylvanians Community chorus.

LINDA MONNER, a graduate of U. Connecticut, has also studied at Hofstra and the U. of Rochester (NY). Linda taught music for years before becoming director of operations at Matter Research, an environmental testing company, and later Corp. V.P. with ERD, a publicly traded environmental corporation. She and husband Fred founded a firm focusing on merger studies and master plans for school districts in Suffolk Co., N.Y. She serves as conductor/musical director of The Rappahannock Choral Society, a 74-member community choral group.

SUSAN CARTER MORGAN is a teacher, journalist, and online community leader. She owns the Downtown Writing Studio located in LibertyTown Arts Workshop, where she leads writing groups and organizes poetry and fiction classes. Susan has been published in a variety of literary magazines and contributes to The Front Porch. She is also an Adult Career Coach outreach coordinator for Germanna Community College.

ANA RENDICH studied art at the Superior Institute of Art of the Teatro Colon and at the Jesuit "University del Salvador," in Buenos Aires, Argentina. She also studied at the National Academy of Art in New York City. Ana has participated in numerous workshops and master classes.

Her work has been featured in major publications, exhibits (both juried and non-juried), museums, and galleries throughout the United States, including the Lincoln Center in New York and the Butler Institute of American Art. Recently three of her artworks were added to the permanent collection at the Library of the Siena Art Institute in Italy. Her paintings can be found in private collections across the United States of America, and internationally. Ana has won national and regional awards. She has curated shows for The Spotsylvania Museum, in Virginia and she is member of national and regional art associations, and also a member of The Fredericksburg Center For The Creative Arts and Art First Gallery, in Fredericksburg VA.

LINDA SILK SVILAND is a national award-winning graphic designer with a growing reputation as a fine-craft artisan. Linda is the immediate past-president of the Del Ray Artisans, Alexandria VA; co-founder of Falls Church Arts, Falls Church VA; and a director on the board of Children's International Art Outreach (CIAO!), Arlington VA. She has served as a judge for several national advertising design competitions, organized dozens of regional art exhibitions, and established an annual art show with the Alexandria public schools showcasing area youth.

KATHRYN WILLIS is past board member, Virginians for the Arts (two terms). She has worked in public relations and development for U. Mary Washington and the National Education Association. She holds a B.A. in French and Art History, an M.A. English, and advanced certification in Public Relations from George Washington University. She has served on several boards, including the Steering Committee for the first Governor's Awards for the Arts, the founding committee of the Virginia Association of State Arts Agencies (VALAA), Fredericksburg Sister City Association and Virginia Press Women. She teaches college composition at Germanna Community College.