

# **Ridgefield Arts Council**

## **Monthly Meeting Minutes**

February 2, 2010

Committee members in attendance were Nancy Andrews, Anne Marcus, Alison Greeley, Ryan Bell, Carolina Fernandez, Paul Gervais, Emelie Howard and Ruth Wilder-Feldman.

### **Minutes:**

December 2009 and January 2010 minutes were approved.

### **Treasurer's Report:**

Anne provided an updated Treasurer's report. There is no word yet on the grant funds from CCT.

Anne reported that the Community Center has requested a \$500 deposit for the Behind the Scenes Event; she will have the check issued.

Suzanne Benton called Anne and Rudy Marconi contacted Emelie requesting monetary support for the 2010 Chekov Festival. (See New Business.)

Anne will draft a thank you letter to John Katz and deliver a gift card to John Mannuzza in celebration of his retirement and with thanks for his assistance and support of RAC.

### **Presentation of Candidates for Open Positions:**

Khristee Rich and Andrew Levine responded to the call for candidates and attended the meeting to learn more about RAC and introduce themselves to RAC members. After Nancy provided a brief overview of RAC's structure, committees and projects, the candidates provided biographical summaries to the members. Both candidates remained for the remainder of the meeting.

### **Committee Reports:**

#### **Development:**

Chair: Anne Marcus

Members: Nancy Andrews, Paul Gervais, Alison Greeley, Stan Madaloni and Kay Mayr

Anne provided a Development Plan confirming that RAC's fundraising goal is to raise enough funds to match those awarded by the CCT grant. The Plan outlines activities that will be required to meet this goal including individual giving, corporate giving, joining the Foundation Center to identify other sources of funding and special fundraising initiatives.

To be successful, all RAC members must take responsibility for some fundraising initiatives. Each member has been asked to provide names and addresses for a fundraising mailing; Anne provided a draft copy of the letter for review.

#### **Communications:** Chair: Ruth Wilder Feldman

Members: Ryan Bell, Carolina Fernandez, Emelie Howard and Alison Greeley

Ruth reported that the Communications Committee will meet four times a year as a group to plan communications for the subsequent three months. Individual meetings will be scheduled as needed.

The committee requested approval on a review process for press releases and articles. Going forward, press releases and articles will be circulated to the Chair of the committee responsible for the event or program being promoted for a timely review. Releases will no longer be distributed to the entire council for review and approval.

Thematic focuses for the website, press releases and emails for the coming period are:

February: Networking Event  
March: Networking Recap, Behind the Scenes  
April: Fundraising

Ryan, with input from Mada, will prepare brand standards.

Ruth, with Alison via phone, met with the team at Mada Design to discuss the evolution of the website. Their initial recommendation is to migrate the content and design to a content management site utilizing an 'out-of-the-box' web solution. The result will be a more dynamic site that can be easily edited by RAC members. Mada will research and provide a detailed quote.

The committee will begin to look into developing a monthly poster of arts-related events to be placed around town and introducing our site to local inns and hotels as a resource for guests.

**Networking Event:** Friday, March 5, 2010 at the Aldrich  
Chair: Carolina Fernandez  
Members: Ryan Bell, Stan Madaloni and Ruth Wilder Feldman

Carolina reported that the guest speaker is Sandra Betner, Director of the Connecticut Art Trail.

Planning for the event continues. Invitations will be available and mailed shortly. Alison will send out a 'save the date' for this and all programs via Constant Contact.

**Behind the Scenes:** Thursday, May 13, 2010 at the Community Center  
Chair: Paul Gervais  
Members: Nancy Andrews and Kay Mayr

The committee has decided to honor all nominees this year, and in future years. Letters and nomination forms have been drafted; Paul will manage the mailing.

**Cultural Festival:** Saturday, October 2, 2010 in Ballard Park (Rain date: Sat, Oct. 16)  
Chair: Alison Greeley  
Members: Emelie Howard, Anne Marcus, Ruth Wilder Feldman

Alison will explore developing an internship opportunity for RHS to support the planning and expansion of this program.

**OLD BUSINESS:**

**Corrected By-Laws:** Alison Greeley

Alison distributed amended By-Laws reflecting the change to ARTICLE VI – Committees in the By-Laws, which was approved in December 2009:

Section 2 – Standing Committees:

There shall be **two (2)** standing committees that will function to keep the Selectmen’s charge of the Ridgefield Arts Council, namely to foster and promote the Ridgefield Arts Community.

Those committees shall be:

The Communications Committee, which will include the website, publicity and the forums;

**The Development Committee, which will include all budgeting, fundraising and grant writing.**

**The Development Committee** will put forth a suggested annual budget to the entire council for discussion and approval.

**NEW BUSINESS**

**Historical Society:** Nancy Andrews

Nancy received a call from Nancy McDaniel of the Ridgefield Historical Society that their board had voted to join the Ridgefield Arts Council. Nancy Andrews will call Nancy McDaniel to clarify that RAC is not currently a member organization and explain how their organization can take advantage of what RAC currently offers (website, events, etc.).

**Note from Brent Colley re: Twain-Themed CT Tourism Project:** Nancy Andrews

Nancy received a letter from Brent Colley re: Twain-Themed CT Tourism Project; she will invite him to the April RAC meeting.

**Chekov Festival:** Emelie Howard

Emelie reported that Rudy Marconi has requested that RAC co-sponsor the 2010 Chekov Festival and contribute \$500 to the event planning. Emelie has offered to look into the request further and report at the April meeting.

The next meeting is scheduled for **Tuesday, March 2, 2010 at 8:00pm at Town Hall.**

Recorded and submitted by Alison Greeley, Secretary