

Ridgefield Arts Council

Monthly Meeting Minutes

March 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.

Prospective members in attendance were Khristee Rich and Andrew Levine.

Minutes:

February 2010 minutes were approved.

Treasurer's Report:

Anne provided an updated Treasurer's report.

To date, RAC has matched \$5,087 of the \$9,175 awarded by the CCT; an additional \$4,087 needs to be raised to match the grant in full.

Notes from the Chair:

CCT Grant: Nancy reported on the status of the CCT grant check, which has been received and deposited by Town Hall. She also clarified that, according to John Cusano of the CCT, the funds awarded by the CCT cannot be used for scholarships or given by RAC to any organization that receives funding from the state.

Arts Book: Nancy received an offer from local photographer Roy Weinstein to provide pro-bono photography services in a Ridgefield Arts Book, should the council decide to move forward with that project.

Disposition of Candidates for open positions:

Khristee Rich and Andrew Levine were scheduled to appear before the BOS on Wednesday, March 3. With agenda changes, their appearance has been rescheduled for a later date.

Matching Fund Letters Signed:

Committee members received their annual appeal letters from Anne, which were signed at the meeting and returned to Anne for mailing, with stamped return envelopes.

Committee Reports:

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 Sandra Betner is coming in from out of town and will need overnight accommodations. The council voted to reserve a room for Sandra at the Elms.

Last minute details were discussed. Council members were asked to try to arrive at 5:00PM.

Behind the Scenes: Thursday, May 13, 2010 at the Community Center

Chair: Paul Gervais

Members: Nancy Andrews and Kay Mayr

Paul reported that the letters have been sent and we are awaiting responses.

The committee will source musical entertainment.

Development:

Chair: Anne Marcus

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

Anne distributed a report, which included an update on Phase 1 of RAC's Development Plan, Individual Giving. Members are asked to continue to send contact information to Anne, who will build a donor database and produce appeal letters for signature at each monthly RAC meeting.

Ruth raised concerns about the danger of diverting funds - or the appearance of diverting funds - from town art organizations with our fundraising efforts. She stressed the importance of reinvesting in our arts community and communicating our plans for the funds we raise to Ridgefield arts organizations and artists. Alison echoed Ruth's concerns.

Discussion was suspended until the April meeting, at which time RAC members will develop an easily articulated value proposition and clearly defined plans for the grant and matching funds. RAC members are asked to come prepared with ideas.

Communications: Chair: Ruth Wilder Feldman

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

Ruth reported that Mada Design is currently researching website providers that will provide a Content Management System, while allowing the continued use of the Helios Calendar system.

RAC voted to approve an estimated \$2000 fee to Mada Design for their services to migrate the website content and design to a CMS provider and an estimated monthly fee in the range of \$40-70 for monthly hosting fees.

Ruth will advise Mada Design that they can move forward when a suitable provider has been identified.

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

In the interest of time, Alison reported that there are no material updates; she will provide an update until the April meeting.

OLD BUSINESS:

Rotary Club Grant: Nancy Andrews

Nancy reported that RAC was not awarded a Rotary grant. Applicants may call to request that their application be resubmitted for consideration. Nancy will call to make that request.

NEW BUSINESS

Meserve Fund Grant: Nancy Andrews

Nancy read a notice from The Ridgefield Press regarding this grant. Andrew Levine will look into it on behalf of RAC and report at the next meeting.

Khristee suggested that RAC also consider the Pepsi Refresh Grant program, which awards monthly on an ongoing basis on the internet (requests are voted on by the public).

For discussion at the April Meeting: Nancy Andrews

In addition to those topics outline above, the following are on the agenda for the April meeting:

Brent Colley letter re: Twain-Themed CT Tourism Project – Nancy

2010 Chekov Festival – Emelie

Grant and matching fund guidelines – John Cusano, if available

The next meeting is scheduled for **Tuesday, April 6, 2010 at 8:00pm at Town Hall.**

Recorded and submitted by Alison Greeley, Secretary