

# **Ridgefield Arts Council**

## **Monthly Meeting Minutes**

April 6, 2010

Committee members in attendance were Nancy Andrews, Anne Marcus, Alison Greeley, Carolina Fernandez, Paul Gervais, Andrew Levine, Khristee Rich and Ruth Wilder-Feldman.

John Cusano, Community Development Coordinator for the Ct Commission on Culture and Tourism, was a guest.

### **Minutes:**

March 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:**

**Emelie Howard resignation:** Nancy shared Emelie's resignation letter; she will stay on as an Auxiliary Member.

**Open position:** Khristee will prepare a press release announcing the open position on the council.

**Andrew Levine and Khristee Rich approved:** Andrew and Khristee have been approved by the BOS.

### **Matching Fund Letters Signed:**

Committee members received their annual appeal letters from Anne, which were signed at the meeting. Going forward, RAC members will provide names to Deborah Linke, who will prepare the letters and deliver to the monthly RAC meetings.

### **Committee Reports:**

**Development:** Chair: Anne Marcus  
Members: Nancy Andrews, Paul Gervais, Alison Greeley, Stan Madaloni and Kay Mayr

Anne has hired Deborah Linke to assist with the appeal campaign letters. Deborah was hired by RAC last year to work on the website and has been fully vetted and approved as a contractor by the Town.

**Communications:** Chair: Ruth Wilder Feldman  
Members: Ryan Bell, Carolina Fernandez, Emelie Howard and Alison Greeley

Ruth provided a written report for members to review.

Ruth updated the council on personnel changes at Mada Design, which may alter the website redo timeline, but not their commitment to completing the project. The priority is to upgrade to a Content Management System which allows continued use of the Helios Calendar system; identifying such a CMS has been a challenge.

At this time, Ruth making homepage and calendar edits / updates only.

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

Chair: Paul Gervais

Members: Nancy Andrews and Kay Mayr

Paul reported that he has sent a second round of letters to the non-profit arts organizations. To date, he has seven nominations. The deadline for submission is April 12, 2010.

Prompted by an inquiry from a member of the community, there was a discussion about accepting nominations from non-arts or for profit organizations and whether the executive director of a non-profit arts organization could be nominated (by someone not affiliated with that organization). Paul and the committee will discuss further and communicate with the interested community member.

Paul will prepare details to be communicated in The Press and through other channels of communication; Communications Committee will distribute appropriately.

**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 vendors were very happy about the exposure they received at the event.

Nancy asked Carolina to discuss what she had learned about the Juliska Piggy Bank charity fundraiser. Carolina reported that it is not in conflict with the '\$1 for the Arts' campaign.

**Cultural Festival:** Saturday, October 2, 2010 in Ballard Park (Rain date: Sat, Oct. 16)

Chair: Alison Greeley

Members: Khristee Rich, Anne Marcus, Ruth Wilder Feldman

Alison reported that the committee is hosting two brown bag lunches with local arts non-profit organizations at the end of April to discuss working together to promote and celebrate Arts and Humanities Month and the Cultural Festival in October.

Lunches will be at Town Hall on Tuesday, April 27 and Friday, April 30 from 12-1PM. RAC members are welcome to attend.

Khristee has contacted Lisa Wexler, who hosts a Fairfield County radio show. Lisa has agreed to conduct interviews with performers in the two weeks leading up to the event.

**OLD BUSINESS:**

**Meserve Fund Grant:** Nancy Andrews

Andrew reported that the grant request is a CT Common Grant Form. He will look into parameters and past grant awards and prepare our application. Alison will provide Andrew with a full copy of the CCT LAA grant application for background.

**NEW BUSINESS**

**CCT LAA Grant Review:** John Cusano

John shared some insights with the council with respect to this grant program, state arts funding and specifically, the reviewers' thoughts about RAC's LAA grant application (note that they loved the website).

Through this grant program, CCT is encouraging Local Arts Agencies to develop service models to help local artists, organizations and businesses build their capacity. The key is not to compete with what already exists (programming, etc.), but to support the growth and success of our local resources by convening them, learning about their needs and connecting them to partners / resources who can help. He commented that our charter was prescient and stressed that, by mission, we must maintain a comprehensive view.

With respect to the allocation of grant funds, he reiterated that they cannot be used for capital expenses, hospitality costs, scholarships, lobbying, grant programs or for direct costs for fundraising efforts.

With respect to specific requests to sponsor, partner or donate funds to local organizations and events, he stressed that the projects must be mutually beneficial to both organizations and we cannot re-grant the funds.

**Topics now scheduled for May Meeting:** Nancy Andrews

Pepsi Refresh Grant – Khristee Rich

Destination Ridgefield, Gary Singer – Has been invited to attend May RAC meeting

HVCA – Alison and Khristee to meet with leadership separately; will invite to attend June meeting

Community Liaison position – Khristee Rich

The next meeting is scheduled for **Tuesday, May 4, 2010 at 8:00pm at Town Hall.**

Recorded and submitted by Alison Greeley, Secretary