

# **Ridgefield Arts Council**

## **Monthly Meeting Minutes**

July 14, 2009

Committee members in attendance were Nancy (Baldwin) Andrews, Alison Greeley, Anne Marcus, Noelle Carr, Paul Gervais, Kay Mayr and Meg Collins Stoop, Ruth Wilder-Feldman.

Nancy Andrews introduced Bill Markus of the Economic Development Commission and Marion Roth of the Chamber of Commerce, who attended the meeting as guests.

### **Minutes:**

June minutes were approved as amended.

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

Ruth provided a 2008-2009 fiscal year-end accounting of RAC's finances. All expenses have been processed and the grant funds were depleted. Final reporting materials for the 2009 LAA grant have been distributed and are due to CCT on August 31, 2009.

Remaining grant funds were used to join the Chamber of Commerce, extend Constant Contact membership, print promotional pieces (three by ten foot banner, postcard, pens and magnets) and reprint stationary.

### **OLD BUSINESS:**

#### **Ridgefield Cultural Festival:** Anne Marcus, Alison Greeley

Date: October 3, 2009

Committee: Anne Marcus, Alison Greeley, Meg Collins-Stoop, Emelie Howard, Paul Gervais, Ruth Wilder-Feldman

Anne provided an overview of the event for our guests.

Alison will distribute letter and registration form for review and comment.

Marion Roth offered to include information in the Chamber newsletter and place flyers in the Chamber's office; Alison will provide Marion with information when finalized. In addition, Marion will add the day's events to the schedule she had provided to the group conducting research for the 'Destination Ridgefield' project.

Emelie, who was unable to attend the meeting, has prepared a press plan to promote the Cultural Fair and other events throughout the month of October, which is 'National Arts and Humanities Month.' Noelle will contact Emelie to discuss the plan further.

#### **Email Blasts:** Alison Greeley

Alison will develop a draft of a mid-July blast to include information on the Cultural Festival, promote the calendar newsletter, welcome new additions to the site and include statistics from the NEFA (New England Foundation for the Arts).

**Website Update:** Stan Madaloni & Ruth Wilder-Feldman  
Committee: Alison Greeley, Nancy Andrews

Ruth reported that ten new cultural resources were added this month. She is receiving more frequent inquiries from artists and organizations interested in a listing on the site.

Ruth also asked that everyone on the council sign up for the calendar newsletter, a new feature included with the calendar upgrade. An at-a-glance view of the week's upcoming events is sent every Sunday evening. Noelle will prepare a press release promoting the function; Alison will include in email blast.

**Non-profit Networking:** Alison Greeley

Alison reported that RAC and Marion Roth have agreed to co-host a non-profit networking session in September as a follow-up to the June event at the Keeler Tavern Museum. Alison will confirm space and date with the Library and continue to work with Marion to organize and communicate our goal of networking with other non-profits.

**Spotlight on the Arts:** Meg Collins Stoop for Emelie Howard

Emelie is encouraging RAC members to sign-up for the Comcast course, which is set to begin in August and run for six weeks. Meg has registered; Ruth expressed interest. Meg noticed that the forms did not include contact information or mailing instructions; she will reach out to Emelie and follow-up with Ruth.

**NEW BUSINESS**

**Collaboration of RAC with Chamber of Commerce and Economic Development Commission & 'Destination Ridgefield':** Nancy Andrews, Bill Markus and Marion Roth

Bill Markus shared impressions and details from a June 26 meeting with Rudy Marconi, John Cusano of the CCT, Bob Knight of the EDC, Marion, Nancy and himself. Topics of discussion included the creation of a 'cultural district,' creative economy and a cultural database. He sees RAC as a coordinator / conduit for the arts in Ridgefield. The Chekov festival was also discussed; Nancy will discuss status with Rudy at her monthly briefing with Rudy Marconi on Friday, July 17.

Marion shared the new Chamber of Commerce Membership Directory. Ruth is currently receiving the Chamber emails; she will forward to all RAC members going forward.

Marion also provided an update on the 'Destination Ridgefield' project to brand Ridgefield and announced that the Chamber's new website will launch this fall.

As a follow-up to the meeting referenced above, Marion will reach out to NEFA to engage a speaker for a 'Creative Economy' discussion to be hosted in Ridgefield. The Chamber will take the lead in planning; RAC will support the event as details are confirmed.

**By-laws:** Meg Collins Stoop, Emelie Howard

Meg distributed a draft document to be reviewed by RAC members. Comments will be discussed at the August meeting.

**'To Think About':** Nancy Andrews

Nancy asked that members begin to develop thoughts on a marketing plan for RAC and the website and suggestions for a fund raising event.

The next meeting is scheduled for **Tuesday, August 4, 2009 at 7:30pm** at Nancy Andrews' home (137 Old Branchville Road).

Recorded and submitted by Alison Greeley, Secretary