

Minutes for August 4th Arts Council Meeting

Attendance: Nancy Andrews, Anne Marcus, Meg Collins-Stoop, Ruth W. Feldman

The minutes were approved from the July meeting. (Without a Quorum.) Will open it up at next meeting if there is a desire to open this up for a full vote or accept the vote of the August attendees.

Anne Marcus discussed the new postcard marketing piece. She had to take the proof to the post office to insure that the indicia was correct and it wasn't, but is now correct. The council thanked Anne for all her hard work on this.

Ruth Feldman reported that the Web-Site promo banner was up at Pamby's. It will stay up for 2 weeks after which she will pick it up. Tim at Pamby's has agreed to let us put it up periodically.

Anne Marcus gave a report on the October 3rd Cultural Festival. She is setting up weekly meeting with her committee as we move into the countdown weeks. There was discussion as to the schedule and she would like to see the complete checklist done two weeks before the event. Sign-ups are slow. Most people are away. Next year we will work to being promotion of this event before the summer so that the work can resume efficiently in September. Phone calls need to be made. With reference to banners on the light poles on Main Street, Ruth has been able to get pricing for everything except the cost of hanging them. She will put together a proposal for the First Selectman and get it approved before she offers it to the arts organizations.

Meg Collins-Stoop asked for feedback on the draft of the by-laws. In addition to some hand written notes that she had received, it was suggested that two year terms for officers was more reasonable and that a tenure should be required before one can become chair. She also received comments from non-attending board members and she and Emelie Howard will be working on an updated draft.

Nancy reported that we have agreed to support and attend the arts planning meeting on October 8th and that will work with the Chamber of Commerce to make it a success. Allison Greeley will be working with Marion Roth on this.

With regard to the website, Ruth reported that there was a tagging problem with our Google Analytics account. It was not reporting any of the hits to the events calendar. All has been fixed now and as of August 6th, the Google reports are deemed reliable. She was able to get a report from our web browser as to how many page-views the website has received and will provide copies of that at the next meeting along with an August Google report. She also reported that our website was utilized by the Checkov Festival, and was the only source for most of the first week. Chris at Mada Design was extremely helpful in making this happen in a timely manner. A PDF with all the details was prepared by the event organizers

and it was placed on the home page spotlight. Thus we did not have to write it, and were able to move on it quickly with Mada's help. It was a good model for how we can assist multi-venue event producers in the future. Hits to the web-site increased as well. The next major cultural weekend is October 3rd, and the September home page will spotlight all the events that weekend.

Recorded and submitted by Ruth Wilder-Feldman (Alison Greeley, Secretary, was out of town.)