

## **Ridgefield Arts Council**

### **Monthly Meeting Minutes**

September 15, 2009

Committee members in attendance were Nancy (Baldwin) Andrews, Anne Marcus, Alison Greeley, Carolina Fernandez, Emelie Howard, Kay Mayr, Meg Collins Stoop and Ruth Wilder-Feldman.

Auxiliary member in attendance was Suzanne Enser-Ryan.

Nancy Andrews announced that she received Noelle Carr's resignation prior to the meeting. The council thanks Noelle for her many contributions to the council during her tenure.

#### **Minutes:**

July minutes were approved (there was no quorum at the August meeting). August minutes were submitted by Ruth Feldman (Alison was absent) and approved.

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

The council thanks Ruth Wilder-Feldman for her work as Treasurer. Ruth has submitted final reports to the town; Anne Marcus, Treasurer as of July 1, has a copy of all final reports.

Anne reported that the council begins the fiscal year with \$1,500 allocated from the Town budget.

#### **OLD BUSINESS:**

##### **Local Arts Agency Grant FY09:** Alison Greeley, Ruth Feldman, Nancy Andrews

Alison reported that the requisite final grant reporting documents were submitted to CCT for the August 31 deadline. Ruth, Nancy and Alison met separately to prepare the report detailing grant activities (from July 1, 2008 – June 30, 2009).

Nancy reported that no decisions have been made for the FY10 LAA grant program; it could be a few months before RAC is notified regarding the pending grant request.

##### **Postcard:** Anne Marcus

Anne distributed copies of the promotional postcard to present members. Nancy will send a copy to John Cusano at CCT. Copies will be available for distribution at the Cultural Festival. Following that event, the council will draw up distribution plans for the remaining supply.

##### **Chekov Festival 'Thoughts':** Anne Marcus, Ruth Wilder-Feldman, Emelie Howard

Both Ruth and Anne reported that the event was great. It seems likely that this will become an annual event and all council members involved agree the Arts Council is in a position to assist in the planning and implementation going forward. For example, the full schedule of events was posted to the RAC website, which can become the central source of information on the festival. Working with local arts organizations on events such as this raises our visibility and fulfills our municipal mandate.

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

Ruth shared web analytics with the council. Real-time reports are available for all council members to access and Ruth encouraged everyone to familiarize themselves with the reporting.

Reporting glitches have been addressed and Google Analytics is now properly monitoring usage of the site. For historical purposes, we rely on data gathered from our web server, which although accurate, does not distinguish unique users or visits.

Based on the reporting, the site gets the most visits on Sundays (when the weekly calendar newsletter is sent) and Thursdays (perhaps when people are planning their weekend). August and September are the busiest months. Ruth will continue to identify trends and share learning with the council.

Also of note is the large jump in hits during the Chekov festival; the RAC site was the only place the festival schedule was available in its entirety.

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

Date: October 3, 2009

Committee: Meg Collins-Stoop, Emelie Howard, Paul Gervais, Ruth Wilder-Feldman

Alison reported that RAC has received checks from 18 participants, with another six expected.

Anne reported that Rudy is scheduled to make comments in front of Town Hall at 12:45. Art Walk will kick-off at 1:00 at the Community Center; closing ceremonies (and Art Walk raffle) will take place at 6:00 at the Community Center.

The RCF committee will discuss the overall schedule for the day (set-up, during event and clean-up) at the next committee meeting and circulate needs to RAC and RAC Auxiliary members. This is an 'all hands on deck' event.

There was some discussion regarding a sub-committee's authority to allocate funds within their event's budget. Council members agreed to establish a protocol at the October RAC meeting.

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

There was a motion to discuss the by-laws at the October meeting. The motion was approved.

**NEW BUSINESS**

**Update on Chamber of Commerce's efforts to host 'Creative Economy' Workshop:** Nancy Andrews

Nancy reported that Marion Roth continues to work with John Cusano to identify and confirm a speaker for the event. Nancy will share details as they are available.

**Meeting with Leslie Lambton and Mary Rindfleisch of the Ridgefield Library:** Ruth Wilder-Feldman

Ruth reported that she met with representatives from the Library to discuss the RAC website in more detail. As a result, the Library has begun to post their events to the site. The Library's site, which is currently being redesigned, has an extensive author section; there were initial discussions about RAC linking to the Library's author site when their site is re-launched.

Ruth will also be meeting with representatives from the Playhouse and Weir Farm. Alison will be joining Ruth for those meetings.

**Patron Technology Conference:** Carolina Fernandez

Carolina attended an e-marketing conference hosted by Patron Technology in NYC. She shared some insights and agreed to meet with Ruth and Alison separately to discuss her take-aways in more detail.

**Dates for 2009-2010 events:** Nancy Andrews

The council agreed to produce / support the following events in this fiscal year:

Cultural Festival – October 2009

Networking Party – March, Carolina will chair

Behind the Scenes – May, Nancy will chair

Chekov Festival – August

'Forums' – council agreed to host four per year; Alison will work up draft schedule for October meeting.

The next meeting is scheduled for **Tuesday, October 6, 2009 at 7:30pm at Town Hall.**

Recorded and submitted by Alison Greeley, Secretary