

Ridgefield Arts Council

Monthly Meeting Minutes

April 5, 2011

Committee members in attendance were Alison Greeley, Randy Carboni, Carolina Fernandez, Andrew Levine, Paul Gervais and Dara Quinn.

Auxiliary Members in attendance were Darla Shaw and Kristina Kelly.

Sandy Carpenter, a RHS student also attended as a guest and is interested in an internship with the Council.

Minutes:

March minutes were approved.

Alison made an announcement that Sec'y Khristee Rich had resigned and was going to be moving out of town in the very near future. Andrew Levine took over duties as interim Sec'y.

Treasurer's Report:

Els Carboni's prepared report, which included a breakdown of 2010 income and expenses was passed out and reviewed by committee members. Highlights of the discussion include:

Carolina has a few expenses to submit for the All Artists Networking event as well as the Salon.

We will examine the application fee for the Cultural Festival and make a determination on whether that fee should be raised, perhaps with incentives for early registration figured in.

Treasurer's report was accepted.

Notes from the Chair:

Dara Polenghi-Quinn was approved by the BOS and is now an official member of the Council.

Alison met with a candidate for the council, and reported that she seems interested in the work that we do.

Darla was successful in attracting two RHS students, Sandy Carpenter and Natalie Gaisser, as interns. Darla has also spoken with the head of the Service Learning Division at WCSU and has posted an internship position for credit at the University. We may need to alter the description of duties and skills needed, but it is a good source of internships for the Council.

Communications

Chair: Randy Carboni

Members: Carolina Fernandez, Khristee Rich and Alison Greeley

Randy was inspired by a meeting with Ryan Odinak, ED of the Fairfield County Cultural Alliance and created a large postcard size collateral piece designed to market and educate people on the work of the RAC, and which could be distributed in key retail and governmental locations in Ridgefield and neighboring towns. Randy invited members to give feedback on the collateral piece.

Because of the resignation of Khristee Rich, there is a large hole to fill in the role she played with our social media activity and with PR. The communications committee agreed to meet to address these needs so that a strategy for re-distribution of those tasks could be created.

Development Report

Chair: Alison Greeley (temporarily)

Members: Paul Gervais, Alison Greeley, Andrew Levine

Alison asked the Council to consider the idea of repeating the 2010 activity of a fund raising letter to targeted contacts of Council members. Council members agreed that the activity should be done again this year and Andrew Levine agreed to re-draft the letter and cull from last results ways to improve our effort.

The State and NEA portion of this year's Grant has been received. There remain some questions on the reporting requirements from last year's grant and Alison will seek answers to those questions and report back.

In terms of matching funds for the 2011 grant, we will be able to count two year's of town allocations to the Council, which will total \$3,000.

There was talk of holding another Salon as a fundraising activity.

Networking Event: Friday, March 4, 2011

Chair: Carolina Fernandez

Members: Andrew Levine, Randy Carboni, Khristee Rich

Carolina asked that for next year's event, we have line item in the budget for a small honorarium for the Keynote Speaker, which was approved by the Council.

The event was well covered by Venue magazine, a well respected Arts publication.

Behind the Scenes Honors: Thursday, May 19, 2011

Chair: Paul Gervais

Members: Kay Mayr

Paul reported that currently there are five individuals being honored at the event. Associated organizations include ARMAC, Theater Barn, Keeler Tavern, Woodcock and one other tbd.

Paul will confirm with our vendors, Nature's Temptations and Libertas.

He will also confirm entertainment at the event and secure the presence of Rudi Marconi at the event.

RAC members should be in attendance by 6pm on May 19th.

Cultural Festival: Saturday, October 1, 2011 in Ballard Park (Rain date: Sat, Oct. 15)

Chair: Alison Greeley

Members: Kay Mayr, Darla Shaw, Andrew Levine, Dara Quinn

Alison has reservations about the line producing resources available to pull this event off in a successful way. This is due to Khristee Rich's departure, the retirement of Ruth Feldman from the Council and the anticipated absence of Kay Mayr on the day of the event. The Council came to agreement that we would look improve on the execution of last year's event without growing the Festival in a significant way. A meeting of committee

members will be scheduled soon so that we can be assured of having the necessary resources to produce the event.

Old Business

Executive Director Roundtable

Ryan Odinak of the Fairfield County Cultural Alliance made a great presentation to the Roundtable members. Alison brought up the point that we will need to continue to explore how our work as a government appointed organization works best with the efforts of non-profits like the FCCA, who have more resources at their disposal to do advocacy and promotional work.

2011 PR Idea

No Updates.

Community Sign Board

No Updates.

HVCA Collaborative Destination Marketing

The head of the HCVA will be making a presentation to the Executive Director's Roundtable at the next meeting of the Roundtable.

CCT Conference

Alison and Dara will be in attendance

New Business

Carolina brought up the idea of co-producing an artist's showcase booklet that could exist in both print and online forms. Our partner in these marketing pieces would be Venue magazine. Carolina has met with the founders of the magazine and described their willingness to offer us a great value on showcasing local artists and arts organizations in these two mediums. Venue is a bi-monthly publication that is well respected. Carolina will get deadline information and once again, the idea of having limited resources with which to take on another project was expressed and acknowledged by Council members.

The next meeting is scheduled for **Tuesday, May 3, 2011 at 7:30pm. at Town Hall.**

Recorded and submitted by Andrew Levine, acting Secretary