

Ridgefield Arts Council
Monthly Meeting Minutes
August 2, 2011

Council members in attendance were Els Carboni, Randy Carboni, Paul Gervais, Alison Greeley, Kay Mayr, Andrew Levine.

Auxiliary Members in attendance was Barbara Cmiel, Linda Haines.

Daniele Hampton, a prospective new member, about to appear before the BOS, was in attendance as well. Kevin Haines was a guest at the meeting and made a presentation to the Council along with Linda Haines, auxiliary member and President of RMAC.

Minutes: July minutes were approved.

Treasurer's Report:

Els reported on the balances in the accounts. The Council discussed the fact that we still need to raise \$4,328.02 to match our grant for this year. The Cultural Festival earned income will count towards that amount but we will need to use our event at Toscana and a second Salon as key contributors to our grant match goals.

Notes from the Chair:

Alison reminded members that we should keep a log of hours spent on RAC related tasks.

Presentation from RMAC:

Linda Haines and (son) Kevin Haines of RMAC appeared before the Council and made two distinct presentations. The first was an offer to make available to the Council for use in the upcoming Cultural Festival sound equipment that RMAC recently purchased along with technicians to run the equipment. That would be at no cost to the Council. What followed was a lengthy discussion about our needs for the festival and how those needs might be met with the equipment that RMAC was offering. It became apparent that Kay's desire to project sound throughout Ballard Park from each of the stages was not possible because RMAC did not have enough equipment to accommodate that need. They would be able to handle our other sound needs and project on a parkwide basis from one stage. We also learned that Adam Lobelson, who the Council hired as stage manager for the event, is RMAC's primary tech person for sound, which may present a problem. We agreed to continue our research of other vendors and to keep RMAC's offer under consideration. The current estimate for sound is \$1900.00.

RMAC then made a request of the Council: to serve as RMAC's sponsor in 2012 for their 8 week long summer program of Friday Night student performances. Currently taking place outside of Town Hall, RMAC would like to move to Ballard Park but cannot afford the \$500/performance fees. The Council expressed concern that such a sponsorship would put RMAC in a favored position that could then be challenged by other town arts groups. We also do not know if the special rate that we receive because we are a town agency would apply should the frequency of such bookings jump from once a year to nine times a year. Several Council members were sympathetic to RMAC's request and we agreed that we would continue the conversation and look for other ways to be helpful should the sponsorship not be possible.

Committee Reports:

Communications

Chair: Randy Carboni

Members: Carolina Fernandez, Alison Greeley

Randy reported that our website had been generating an error message due to some malware infection but that after studying the issue, he was able to resolve it. Google was notified in the process so that searches that lead to our site are permitted and any outdated software running on the site (the Calendar program) has been updated..

Development Report

Chair: Alison Greeley (temporarily)

Salon Committee: Andrew, Carolina, Daniele and Kristina

Kay volunteered her home for the Salon. Her home, equipped with a piano could accommodate up to 50 people and would present an opportunity to increase the funds we raise from the event. Daniele volunteered the services of her partner, a well known chef. Carolina and Andrew will work on finalizing a date in November and come back with programming ideas.

Toscana Fundraiser – October 27: Maxime, Paul, Kristina and Daniele
Sub-committees agreed to meet and discuss plans separately.

Alison will update a fundraising letter from last year so that members who choose to participate in Development efforts in this way can send out personalized requests.

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, Paul Gervais

Kay introduced the idea of a ‘paste on sticker’ to the Acorn Press newspapers and went through pricing for 10,000 and 20,000 pieces. The Council preferred to go with 10,000 at a cost of approx. \$800, pending confirmation from Paul that he could get the paper to do a “week of” story on the festival in the Arts and Leisure section. Such a story would allow us to save an equivalent amount of money on week-of advertising that is now in the budget. Andrew and Emelie Howard are available for emcee posts. Kay will reach out to Carolina as well, and others if necessary. Randy will design the sticker.

Networking Event: Date TBD

Chair: Carolina Fernandez

No news to report.

Behind the Scenes’ Honors: Date TBD

Chair: Paul Gervais

Members: Kay Mayr

Paul reported that everything is squared away.

Old Business:

Summerfest 2011

Alison thanked those on the Council that participated in the Summerfest this year.

Creativity Conference

Andrew gave an update on progress. Alison expressed the need for RAC to be included in Conference materials as a full sponsor if we match the \$1500 that both the Aldrich and Library are putting up, along with the participation of two of our Council members.

New Business:

Chamber of Commerce

The Chamber is going ahead with plans for seasonal festivals like the Pumpkin Festival and reported that they will likely come to us with a request for participation. The question to consider then, is whether these more substantial festival events render the Cultural Festival unnecessary.

Meeting adjourned.

The next meeting is scheduled for **Tuesday, September 6, 2011 at 7:30pm. at Town Hall.**

Recorded and submitted by Andrew Levine, Council Secretary