

Ridgefield Arts Council

Monthly Meeting Minutes

August 3, 2010

Committee members in attendance were Alison Greeley, Carolina Fernandez, Anne Marcus, Paul Gervais, Kay Mayr, and Khristee Rich.

Minutes:

July minutes were approved.

Treasurer's Report:

We will be receiving \$1,500 from Town Hall soon (our annual amount). We can use \$1,500 for this grant or we can use it next year. We need to decide, but we still have time to decide on that. We need to do accounting and report how our money was spent by December 30.

We have earned about \$6,400 so that means we have about \$12,800 presently. We still need to raise about \$3,000.

Updates from Chair:

1. Code of Conduct - Alison passed out copies for everyone to peruse.
2. Prospective Member Update - Deb Linke will come to us with an answer soon. She is on vacation presently. Jean Mitchell has decided to pass on becoming a member at this time, but may consider the position again in the future. Mary Louise O'Connell from the Guild would like more information on becoming a board member. She may become an auxiliary member instead. She will attend our September meeting. A few board members will ask other individuals and see if they are interested and report back soon.

Cultural Festival: Saturday, October 2, 2010 in Ballard Park (Rain date: Sat, Oct. 16)

Chair: Alison Greeley

Members: Khristee Rich, Anne Marcus, Kay Mayr and Ruth Wilder Feldman

Thirty people signed up for the Cultural Festival including people from outside of Ridgefield.

Anne brought in two potential designs from a graphic designer for the Ridgefield Arts Council Cultural Festival logo. These designs will be used for ads, e-vites, the mailing list, t-shirts etc. The Council was split on which design they liked best, but a lot of constructive criticism was given. Anne will relay the comments to the designer and ask him to make adjustments and we will review the designs again.

We will be selling Ridgefield Arts Council Cultural Festival t-shirts at the festival. T-shirts will be produced once we decide on a design.

Kay mentioned that perhaps we should have lots of balloons in the park, to make it look more festive.

Alison mentioned that we need everyone's help for the Cultural Festival. She asked that everyone make themselves available on October 2 to help out.

Communications

Chair: Ruth Wilder Feldman

Members: Carolina Fernandez, Andrew Levine, Khristee Rich and Alison Greeley

Ruth met with radio stations to promote the Cultural Festival and National Arts and Humanities month. She gathered a lot of great information.

The Web site relaunch should be soon. The Web site will include a donate button so that people will be able to donate money directly on the Web site. We have set up a Pay Pal account.

We will begin to send thank you letters out to everyone who donated money to the Arts Council.

We will also send emails to those on our mailing list with our letter asking people to make a donation.

Alison will send us an Excel spread sheet so we know who is already on the list.

Behind the Scenes

Chair: Paul Gervais

Members: Kay Mayr

The name has been changed from the Behind the Scenes Awards to the Behind the Scenes Honors. The next event will be in May, date to be determined soon.

Chris Pike received his award. He was not present for the ceremony.

Networking Event

Chair: Carolina Fernandez

Members: Ruth Wilder Feldman

Carolina picked two possible dates in March for the next networking event, Friday, March 4 or 11. She will present these dates to The Aldrich and find out which date is available and let us know.

Development Report

Chair: Anne Marcus

Members: Paul Gervais, Alison Greeley and Kay Mayr

We need to brainstorm ideas for our Celebrity Bartending night at Toscana on Thursday, October 14. We need to come up with a theme. We have celebrity bartenders now: Kevin Briody, Debbie Gravitte, and Tonja Walker. We need to start promoting Toscana soon.

We will not do a fundraising event at Bernard's in the fall, but perhaps in the winter.

Alison passed out pigs to be painted.

Old Business

Summerfest 2010

Ruth and Khristee reserved a booth at Summerfest 2010 on Saturday, July 17. We represented the Ridgefield Arts Council from 10 am to 4 pm on Bailey Avenue. It was a hot day, but well-attended. Arts organizations dropped off their flyers and brochures. Our table was filled with information about the arts in Ridgefield. We collected about 30 emails for our mailing list. We created a survey for people to fill out. Most people came from Ridgefield, but many people came from outside of Ridgefield too, most people heard about Summerfest from the press, and surprisingly most people were not aware of the Ridgefield Arts Council, so we still have some work to do to build the awareness. There was live music on Main Street. It was a fun day. Andrew Levine was also present towards the end of the day to help out. We met one very important contact who runs the town calendar. If we send him information about events in the fall, he will make sure that the events are listed in the town calendar for 2011: online and print version.

Executive Director Roundtable

There was a request at our last roundtable meeting to establish an area to fly art banners like Pamby does for sports. Also it was requested that we create a kiosk where posters could be displayed. Alison learned that certain sites have already been approved for this purpose. She will find out where these locations are and let us know.

New Business

Chamber's book

We have decided not to do advertising in the Chamber's book.

Venu

Paul brought it to our attention that there is a new edgy magazine in Fairfield to promote the arts. The magazine promotes arts throughout the state of Connecticut. It is a free publication. It includes gallery openings, performances, and features too. Paul will look into feature articles.

G & B Community Cultural Center

Paul is on another board, Gilbert and Bennett Community Association. The purpose is to keep the heritage of Georgetown. (Paul is assisting the Ridgefield part of Georgetown.) It used to be called Gilbert and Bennett, but the new name is the G & B Community Cultural Center. It is on route 57/New Street. The Center is used for art classes. Ridgefield Youth Symphony is thinking about practicing there. The center wants to promote the space. Pat Hegnauer is coming to our next meeting. Paul will invite her to attend our Executive Director Roundtable too, to make art organizations aware that it is another space in the area to use for rehearsals and classes etc.

The next meeting is scheduled for **Tuesday, September 7, 2010 at 7:30pm at Town Hall.**

Recorded and submitted by Khristee Rich, Secretary