

Ridgefield Arts Council

Monthly Meeting Minutes

June 1, 2010

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

Guests present were Lisa Scails, Executive Director of the Housatonic Valley Cultural Alliance, Andrea Gartner, Vice-President of the Housatonic Valley Cultural Alliance, and Abby Walker from the Michael Chekhov Festival.

Guests' Reports:

Lisa Scails and Andrea Gartner gave a history/background on HVCA, their mission, their purpose, how they are similar to RAC but how they are a regional council covering 10 towns, how they mirror the Hartford Arts Council a lot etc. They use resources from the Connecticut Commission of Culture and Tourism. They aim to bring in businesses and increase visibility of the cultural industry and bring the community together.

Abby Walker gave her report on the Michael Chekhov Festival. Schlumberger will not work out as a venue. They may use Scotts Ridge as a venue. They may have two venues. Their appeal letter brought some funds, but they still need more money. They are looking for people to host artists; they may write a press release or post a notice in a church bulletin. We will add info to our Web site. They would like someone from RAC to be a liaison, attending their meetings and reporting back. Also Emelie Howard needs some help with writing press releases for the Festival.

Minutes:

May minutes were approved.

Treasurer's Report:

We are doing well. We have a balance of \$40.33 that needs to be used by June 30. We have \$11,875.26 with the matching grant. We have been allocated \$1,500 from the town for next year.

Updates from Chair:

Some updates were sent via email to save time.

Alison will begin a new policy to send out a 'Notes from the Chair' bi-weekly email to keep council members informed about meetings / conversations / ideas she's had in between monthly meetings. After a couple of months, we will reassess to determine if it's helpful.

1. Alison will look into the Peer Advisor Network for assistance with writing our mission statement and possibly also helping with strategic planning. Alison will look into how long the process is, but in the meantime the communications committee will work on fine-tuning the mission statement so that it is available for the launch of the new Web site.

2. Alison met with Rudy; the budget for next year will be \$1,500.
3. The Arts Council will have a new phone number soon with a voicemail attached to it so that when the public calls they will be transferred to this number. Alison will check messages on the voicemail once a day. She will let the council know when we have received the new number.
4. The Arts Council will apply for an extension for the CTT Local Arts Agency grant.

Behind the Scenes

Chair: Paul Gervais

Members: Kay Mayr

The Community Center gave the council back the deposit for Behind the Scenes.

Chris Pike was not present for Behind the Scenes and never received his certificate or award. The certificate and award will be located and given to him soon.

Pictures of the Behind the Scenes event were sent to the Ridgefield Magazine.

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

We have received 3 registration forms so far for the Cultural Festival.

We will be renting equipment from Ace Sound.

Our budget for the Cultural Festival is \$2,500.

A motion was accepted that if we need to hire help for the festival prior to the next RAC meeting, the committee may do so as they see fit.

Ruth suggested that we have a recording in between entertainment to alert the public of what is coming up next. RMAC did this and it worked well.

Khristee will write a press release about the Cultural Festival and send it to the Ridgefield Press.

Communications

Chair: Ruth Wilder Feldman

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

Khristee has created a Facebook page and a Twitter account for RAC. The Twitter address is <http://twitter.com/artsnridgefield> To access the Facebook page, type in Ridgfield Arts Council in the search bar.

Khristee will make everyone admins for Facebook and everyone can already access Twitter with the password. At some point Khristee will train everyone to use Facebook and Twitter.

Carolina suggested that Khristee friend everyone on the council and tag them in the photos.

Ruth continues to work with Mada Design and reported that the reworked Web site will launch June 30.

Ruth assigned Paul, Carolina, Alison, and Anne to write blurbs for the Web site.

Paypal will be added to the Web site for the public to easily make donations.

Andrew offered to help with the Web site. He is a Webmaster.

Khristee will write a press release about Twitter and Facebook. Khristee will send a press release, a profile on Alison, to the Ridgefield Magazine.

Ruth clarified who is passing out postcards and where. She will distribute postcards to the council soon. Postcards should be distributed by the end of June.

Development Report

Chair: Anne Marcus

Members: Paul Gervais, Alison Greeley and Kay Mayr

There are sixty people in the database for appeals.

We are looking for a grant writer.

The Meserve grant is a no. We will wait on pursuing the Pepsi Refresh Grant.

The Foundation Center is a great resource for research on grants.

The council voted to order 10 more piggy banks from Art on Fire. To date, we have made just over \$300 with the piggy banks.

We will have our Celebrity bartending at Toscana on Thursday, October 14. We still need to find a celebrity. If we can find several celebrities that would be even better, we could draw a larger crowd and the celebrities wouldn't have to stay for the whole evening.

The RAC will research a non-profit night at Bernard's.

New Business

We will be changing the time of our monthly meetings to 7:30 pm. This new time works better for everyone. It will go into effect for our next meeting.

The next meeting is scheduled for **Tuesday, July 6, 2010** at **7:30pm** at **Town Hall**.

Recorded and submitted by Khristee Rich, Secretary