

Ridgefield Arts Council

Monthly Meeting Minutes

October 5, 2010

Committee members in attendance were Alison Greeley, Ruth Wilder Feldman, Paul Gervais, Kay Mayr, and Khristee Rich. Randy Carboni, prospective member, and Mary Louise O'Connell, auxiliary member, were also present.

Minutes:

September minutes were approved.

Treasurer's Report:

Alison is treasurer until new treasurer has been named.

Our total balance is \$2,830.55. Alison will confirm when grant extension begins. We have matched the grant for 2010.

Candidate Interview:

Randy Carboni submitted his resume and letter. Alison asked Randy if he had any questions about the Council.

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

Chair: Alison Greeley

Members: Khristee Rich, Kay Mayr and Ruth Wilder Feldman

Alison shared thank you and congratulation letters from various individuals (mostly participants) about the Cultural Festival.

We saved \$600 by setting up the stage with three of our able-bodied men instead hiring professionals. A big thank you to Randy for stepping up to help set-up the stage and for his help throughout the day.

Alison congratulated and thanked the Council on a successful event. Everyone on the Council played a big role. We estimate that about 2,000-2,500 people attended the Cultural Festival. We ran out of programs by early afternoon. Five hundred programs were printed and one program was handed out per family. There was a steady, heavier stream of people later in the afternoon.

Parks and Rec was very helpful too. They painted the CHIRP stage and helped us to have the park ready in time.

Adam Lobelson, high school student and the stage manager of the Cultural Festival, was recognized for his hard work and dedication to making sure that all the shows ran smoothly and on time. He ran from stage to stage all day. Kay will send him a thank you note and send a special note to his mother too.

A lot of pictures were taken at the event. Video was taken too.

We received about \$200 in donations in our piggy banks.

Everyone seemed very happy with the event. A few people expressed interest in more art for purchase and more food. We will see from our electronic surveys if people wish for this to be an annual event or if we should have it every other year.

Communications

Chair: Ruth Wilder Feldman

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

Ruth praised Khristee for her work with social media to promote the Cultural Festival. She said that it was clear from the audience surveys that Khristee was a huge help in drawing such a big crowd.

Ruth checked Google Analytics and saw a great spike with visitors on the Web site. We tracked 100% traffic increases over the previous months with 50% new visitors. This is an incredible jump. The jump is likely to be largely due to social media, our radio commercial, and radio interview.

A press release was sent out for our fundraiser at Toscana. The fundraiser was featured on Patch.com and the Ridgefield Blog and it is mentioned in the Ridgefield Press too.

Behind the Scenes

Chair: Paul Gervais

Members: Kay Mayr

Security deposit was given to the Community Center.

Ruth mentioned that high school groups who couldn't perform at the Cultural Festival would like to opportunity to perform at our other events such as Behind the Scenes or the networking event.

Networking Event

Chair: Carolina Fernandez

Members: Ruth Wilder Feldman

No updates

Development Report

Chair: Alison Greeley (temporarily)

Members: Paul Gervais, Alison Greeley and Kay Mayr

We will send an evite about our fundraiser at Toscana through Constant Contact.

We will charge \$100 for the pigs, if anyone would like to purchase one at our event. After the event, we will display the pigs around town at various businesses.

We will have two signature drinks at Toscana: a piggytini and a Mudslide. We will have the drinks prepared ahead of time. All members should arrive at Toscana at 5 pm to help set-up.

Everyone was encouraged to invite their friends to this event.

Old Business

Recap of Executive Director Roundtable

This time it was a smaller group. This was the first evening executive director roundtable. We said that we would alternate between day and evening meetings to accommodate everyone. Paul represented G & B. Alison and Ruth were also present. In attendance were the Theatre Barn, the Craft Center, Downtown Ridgefield, the Ridgefield Playhouse and Rudy Marconi.

Kate from the Ridgefield Press is the contact person for highlighting the holidays. She said that we should contact her if we plan to do anything for the holidays. A possibility is that we could do gift bags with discount coupons.

Our next executive director roundtable will be Friday, December 10 from 12 to 1 pm. We decided not to schedule the meeting on December 3 because of the Holiday Stroll.

Kiosk

We may be able to have the kiosk in front of Town Hall. Rudy thought this could be a possibility. The questions are who will be in charge of the kiosk and who will man it? Ruth suggested that it could be like the kiosk in Lennox, MA; it could be manned for special events - have a door that someone could enter through and answer questions and when it is not a special event, events could be posted.

We still want to consider having a banner on route 7 for arts organizations. We need to decide on options.

New Business

Ruth's Resignation

Ruth announced that she will be resigning from the board at the end of the year. She has been on the board for 4 years and would like to focus on her family i.e. helping her daughter with her college search. She will be getting everyone up to speed on how to post to the Web site and what the passwords are etc. She is already seeking her replacement, asking others if they would be interested in joining the board. She will meet with Khristee, Alison, and Nick at Mada within a month in NYC to go over the Web site. Ruth will become an auxiliary member.

Meeting Dates for 2011

It was decided to keep our monthly meetings on Tuesdays at 7:30 pm.

The next meeting is scheduled for **Tuesday, November 2, 2010 at 7:30pm at Town Hall.**

Recorded and submitted by Khristee Rich, Secretary