

**Ridgefield Arts Council**  
Monthly Meeting Minutes  
March 1, 2011

Committee members in attendance were Khristee Rich, Randy Carboni, Els Carboni, Carolina Fernandez, Kay Mayr, Andrew Levine, and Paul Gervais. Alison was present via telephone.

Guests in attendance were Darla Shaw (interested in being auxiliary member), Dara Quinn, RAC candidate, and Kristina Kelly (interested in being auxiliary member).

**Minutes:**

February minutes were approved.

**Treasurer's Report:**

Els passed out paperwork with breakdowns of expenses and probable future expenses.

Carolina will need to be reimbursed for the policeman. \$200 was spent on a bass player and \$250 for Arthur Lipner.

We have matched \$3,507 and we need to match about \$5,000. If we match \$5,667.74, we'll have enough for budgets for next year.

Our next celebrity bartending event at Toscana will be October 27. Last time we earned \$1,225.

Els will create a breakdown for next time.

Treasurer's report was accepted.

**Notes from the Chair:**

Dara Polenghi-Quinn's interview with the Board of Selectmen is March 9, 2011.

**Communications**

Chair: Randy Carboni

Members: Carolina Fernandez, Khristee Rich and Alison Greeley

Randy added a gallery page to the Web site. He removed the News page to make room for this page. He added photos from the salon and will add photos from the All-Artists Networking event after the event.

There has been a lot of buzz from people on Twitter about attending the All-Artists Networking event. We should get a good crowd.

Carolina submitted a press release to the Ridgefield Press and to the Ridgefield Blog. The article appeared in the Ridgefield Blog. A shorter version will appear in the Ridgefield Press.

We need to set up a Pay Pal account on our Web site. We need to set up a bank account. Alison and Els will look into it. This would allow people to make a donation to the Council at any time or to pay for certain events such as the salon in the future. We would be able to add Pay Pal to Constant Contact emails too.

### **Development Report**

Chair: Alison Greeley (temporarily)

Members: Paul Gervais, Alison Greeley, Andrew Levine

Our next fundraiser at Toscana will be October 27.

The salon was a huge success. Twenty people attended; we raised \$1,000. More people have a sense of the Council and they became fans. It was an intimate evening and many personal connections were made. We received a lot of great feedback. Most of the guests were from Farmingville School (friends of Andrew's), but guests came from as far away as Westchester County, New York City, and New Jersey. The event was at Carolina's house. Andrew and his wife, Jeanine, were the musical entertainment; they performed for about an hour. There were appetizers, wine, dinner, and dessert. Guests seemed to be interested in attending more of our salons in the future. One suggestion was to hand out goodie bags at the end of the evening with information about the Council and the arts organizations in Ridgefield. In the future we could have many different types of salons such as a playreading salon, a poetry salon, a painting salon, a comedy salon, a string quartet salon etc.

### **Networking Event: Friday, March 4, 2011**

Chair: Carolina Fernandez

Members: Andrew Levine, Randy Carboni, Khristee Rich

The doors will open at 5:30 pm. The keynote speaker will speak at 6:30pm. Rick will be speaking in the Education Center. Carolina will arrive early – at 4:15 pm. There will be wine and seltzer when people enter. The food will go out at 7:15 pm. We will use The Aldrich's wine glasses, but if they run out we will use ours. We will bring our banner. Mary Louise O'Connell will pick up the flowers. Dara will contact Bernard's about washing glasses before and after the event. Andrew, Dara, and Alison will be at the front desk collecting emails. Either Carolina or Alison will give a brief speech on behalf of the Council.

### **Behind the Scenes Honors: Thursday, May 19, 2011**

Chair: Paul Gervais

Members: Kay Mayr

The letters have gone out to organizations. Paul will follow-up. By April, he will know how many awards to order and he will order them. Last year eleven people were honored. Each organization can elect up to 2 people, so the number may be different from last year. Each award costs about \$65 including etchings. Paul will ask Nature's Temptations to cater since they didn't cater our All-Artists Networking Event. Behind the Scenes Honors is a smaller event than the All-Artists Networking Event, so Nature's Temptations will receive less than what we would have paid them for the All-Artists Networking event.. Paul will negotiate the price. Paul will

also ask Liberta's to provide the wine. The event starts at 7 pm and the presentation begins at 7:30 pm. Paul will contact Linda Haines from RMAC about entertainment for the event.

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

Chair: Alison Greeley

Members: Kay Mayr

Darla will help on this committee. There are no other updates at this time.

### **Old Business**

#### **Executive Director Roundtable**

The next meeting will be March 16 at 7 pm in the large conference room at Town Hall. Topics to be addressed should be emailed to Alison.

#### **2011 PR Idea**

No Updates.

#### **Community Sign Board**

No Updates.

#### **HVCA Collaborative Destination Marketing**

It is moving forward. There was a conference call. Spreadsheet will be updated. HVCA applied for a grant, but even if they don't get the grant they will move forward.

#### **FCBuzz Goes Live**

Khristee gave more information about FCBuzz Goes Live to make sure that everyone understood what it is and how we will be involved. We will do FCBuzz Goes Live in conjunction with our Cultural Festival in October. All were in favor.

### **New Business**

#### **Gilbert & Bennett Community Cultural Center Update**

The opening is Friday, March 25 at 7 pm. The opening is a way to publicize this new venue. Art will be displayed. There will be entertainment. This is a possible venue for a future salon. They have a great piano. There is also plenty of parking.

Brookfield Craft Center will have satellite classes here. People can rent the hall for performances or the rooms for classes. There is a sound system and a recording studio too.

#### **Constant Contact Renewal**

Constant Contact is expiring. A 12 month membership (for up to 500 people) costs \$126 to renew. (\$15 a month) For 500 to 2,500 people on the mailing list, the price goes up to \$252 per year (\$30 per month). There is also a pre-pay option.

Khristee mentioned MailChimp as another option. It is easy to use, creates great looking newsletters and is free up to 2,000 people.

Alison feels comfortable using Constant Contact, but will look into MailChimp. She will also pre-pay for Constant Contact for 2 months. We have less than 500 people on our mailing list currently.

**Foundation Center Renewal**

Foundation Center has expired. Membership is \$195 which includes use of their database and searching grant opportunities. Dara volunteered to help look up grants for artists and arts organizations in town once she is on the board. Alison will send info to Dara on the Foundation. Andrew mentioned that there are training classes too.

**Stationary**

Alison will look into quotes. Khristee recommended using Vista Prints for free business cards for the Council.

**Younger People on Council**

Andrew proposed having younger people on the Council such as high school age. It was discussed that in order to be on the board you have to be of legal voting age. Alison has been trying to work with the high school about a Senior internship. Perhaps high school students could help with the Cultural Festival. Alison will contact the high school again.

Darla offered to help find college and high school students who would be interested in helping.

The next meeting is scheduled for **Tuesday, April 5, 2011 at 7:30pm. Alison will confirm if we are meeting at Gilbert & Bennett Community Cultural Center or Town Hall.**

Recorded and submitted by Khristee Rich, Secretary