

# Ridgefield Arts Council

## Monthly Meeting Minutes

February 15, 2011

Committee members in attendance were Alison Greeley, Khristee Rich, Randy Carboni, Els Carboni, Carolina Fernandez, Kay Mayr, and Andrew Levine.

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

### **Minutes:**

January minutes were approved.

### **Notes from the Chair:**

Els was appointed to be on the Council.

### **Treasurer's Report:**

Els was voted in as the new treasurer. We received the full grant amount. We have already matched over \$2,000 and have about \$6,000 to match. We have until September 30 to match the grant and we can apply for an extension.

### **Guest Introductions:**

Kristina Kelly is an attorney who is planning to move to Ridgefield soon. She is interested in being a candidate, but until she is eligible to be a board member (by moving to Ridgefield) she would like to become an auxiliary member. She was an art minor in college.

Dara Quinn is an art consultant and restoration specialist. She is the owner of Galleria D'Arte in town and is interested in being a candidate.

Darla Shaw is a teacher at WCSU. She is involved with the Housatonic Valley Cultural Alliance, Founders Hall, Artists in Transition, CT Film Festival; she is a writer for the Ridgefield Press and a docent at The Aldrich Museum. She has helped to plan many arts events in the area. She is willing to help with grant writing (not searching for grants). She is interested in being an auxiliary member.

### **Communications**

Chair: Randy Carboni

Members: Carolina Fernandez, Khristee Rich and Alison Greeley

Randy discussed Google Analytics for the Web site. He is re-entering artists information to the Web site. We will have a communications meeting soon to talk about specifics.

### **Development Report**

Chair: Alison Greeley (temporarily)

Members: Paul Gervais, Alison Greeley, Andrew Levine

Our next fundraiser at Toscana will be late October/early November. Alison will check dates with Toscana. Kay will be away in October. The development committee will meet soon.

The salon that Carolina and Andrew have been planning will be on Sunday, February 20 at 4 pm. Fourteen people are confirmed, but they are trying to get two more people. The event is from 4 to 7 pm. The musical entertainment will be at 4:30 pm for approximately 50 minutes; dinner will follow. Carolina will email directions to her home to those who will be attending. Randy and Khristee will be helping out and Alison will come if she is able. The price is \$75 per person which includes food, wine, and entertainment. \$50 will go to the Council and \$25 to food and wine. Carolina will submit the expenses.

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

Chair: Carolina Fernandez

Members: Andrew Levine, Randy Carboni, Khristee Rich

There was a snafu with The Aldrich. Carolina called them and they did not have our event on their calendar even though it was confirmed in September; they had planned to have their First Fridays event that night, but our event is still on. Consequently some changes have been made to our event. Nature's Temptations will no longer be catering our event; we will use their caterer, Ancona's. In addition we will no longer use Liberta's Spirit Shoppe, but we may be able to use Liberta's wine for the salon instead. Ancona's will provide the wine on March 4.

Carolina will arrive at The Aldrich at 5 pm. Our keynote speaker, Richard Friswell, will be speaking in the Education Center at 6:15 pm. Doors will open at 5:30 pm. Our event is free, but The Aldrich is still charging for their event beginning at 7 pm.

We will still pay for our entertainment. Because we are no longer paying for food or wine, we will save \$1300. Andrew will look into getting a bass player for \$150-\$200.

We will ask The Aldrich if we can put our piggy banks out to collect donations. Alison will be at the front desk when people arrive and will be collecting names and email addresses.

Carolina will contact The Aldrich soon to see if certain changes can be made such as having the keynote speaker speak a little later.

Postcards were mailed and put around town at the Ridgefield Guild of Artists, the Ridgefield Playhouse, the Elms Inn, and the West Lane Inn. Carolina will drop off postcards at The Aldrich and Silvermine. Alison will send a more detailed e-newsletter about the event.

Khristee has been tweeting about the event and posting information on various Web sites.

The Council will arrive to this event at 5:30 pm to help set-up. Andrew will videotape and Allan will take photos. Mary Louise will pick up the flowers from Rodier. Rudy Marconi will be attending.

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

Chair: Paul Gervais

Members: Kay Mayr

The letters are ready; they will be mailed within the next day or two.

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

Chair: Alison Greeley

Members: Kay Mayr

We have one sign-up so far. We need to set the fee and start to get the information out. Kay is only available early October for the event.

**Old Business**

**Executive Director Roundtable**

The next meeting will either be Tuesday, March 15 or March 16 at 7 pm. Alison will confirm availability with Wendy.

**2011 PR Idea**

This idea is on hold.

**HVCA Collaborative Destination Marketing**

A new meeting is coming up soon. The Collaborative Destination Marketing will probably not start until 2012.

**New Business**

**Cultural Alliance of Fairfield County Marketing Meeting**

Khristee attended the Cultural Alliance of Fairfield County's Marketing Roundtable Meeting in January at Stepping Stones Museum in Norwalk. About 15 other organizations were present. The discussion was on branding. It was emphasized that everyone in an organization should spread the same message about their organization including board members and that it is important to train the whole staff and board members about the messaging.

Cross promotion was emphasized. Many collaboration opportunities were presented such as a group buy with Morris Media advertising, a group buy with CTM Media Group (for brochure distribution, mobile marketing, digital marketing, and vacation guides), Online Video Marketing (from BizzBuzzTV.com), and Hotel Marketing (with P Garyn Productions creating short videos that hotels will play for their visitors). We can get great deals with a group buy. If we are interested in these opportunities we should contact [FCBuzz.org/Cultural Alliance of Fairfield County](http://FCBuzz.org/Cultural Alliance of Fairfield County). In the past they orchestrated a group buy for MetroNorth posters.

We are a member of [FCBuzz.org](http://FCBuzz.org) We can post our events to their Web site and we are listed on their online directory. They would like to get the word out so that they increase their members and popularity so they are asking all Fairfield County arts organizations to include their logo and link to their site and to put [FCBuzz.org](http://FCBuzz.org) on marketing materials.

We will participate in their FCBuzz Goes Live event for the Ridgefield Cultural Festival in October. This will help us to spread awareness of the event; they will promote FCBuzz Goes Live events. We are in a partnership with 11 other organizations who will help us to spread the word too. FCBuzz.org will have a table at the Cultural Festival to spread awareness of what they do.

They also have a weekly newspaper that reaches 55,000 readers; they are in partnership with the Fairfield County Business Journal. We can send them press releases for our events and send them an article on the Arts Council for their About Column.

They are also doing an Economic Impact Visitor Intercept Study. They will provide the surveys and assistance with collecting the information at events.

Their next meeting is March 10 at the Housatonic Museum of Art in Bridgeport at 10 am. Alison will try to attend.

The next meeting is scheduled for **Tuesday, March 1, 2011 at 7:30pm at Town Hall**. Alison will confirm if the small conference room is available at 7 pm for the Facebook Tutorial.

Recorded and submitted by Khristee Rich, Secretary