Ridgefield Arts Council

Monthly Meeting Minutes
January 4, 2011

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

Guests in attendance were Mary Louise O'Connell, auxiliary member, and Els Carboni, RAC candidate.

Minutes:
December minutes were approved.

Treasurer's Report:
Alison is treasurer until new treasurer has been named. Els' interview with the First Selectmen set for Wednesday, January 5.

We received our grant installment of $7,975. We are still expecting to receive $1,200. The grant period is from October 1 to September 30. Last time we applied for an extension that went until the end of December. We have matched $2,307.26 of the 2011 grant and our goal is to match $6,867.74 to fully match the grant.

We examined and confirmed event budgets for 2011. The budget for the Networking Event is $2,500. The budget for the Behind the Scenes Honors is $1,500. The budget for the Cultural Festival is $5,275 which was the total cost for the Cultural Festival last time without including radio advertising. We will also make income from this event, so we should be in good shape.

Notes from the Chair:
Alison confirmed committee assignments for 2011. Kay will be on the Behind the Scenes Honors committee and the Cultural Festival committee. Alison will be updating the contact sheet for members and auxiliary members and confirming auxiliary members participation.

Cultural Festival: Saturday, October 1, 2011 in Ballard Park (Rain date: Sat, Oct. 15)
Chair: Alison Greeley
Members: Kay Mayr

The next Cultural Festival is scheduled for Saturday, October 1, 2011 in Ballard Park. Alison called ROAR to confirm that they will be using Ballard Park on Sunday, October 2 for their event and they will be. This means our rain date will be 2 weeks later on Saturday, October 15. We need to get a food permit next time so that we can have food at the event. We will have food, more art, and more items to purchase at the next festival.

Kay informed us that Paul Roche is raising money to purchase a portable stage for Parks and Recreation. This stage may be helpful for us next year. We do not know the dimensions or have further information at this time.

Communications
Chair: Randy Carboni
Members: Carolina Fernandez, Andrew Levine, Khristee Rich and Alison Greeley

Randy discussed Google Analytics for the Web site.

Andrew will add Randy as administration on Facebook. Khristee gave all the members the password again for Twitter. There was mention of possibly setting up the posts to post to Facebook and Twitter simultaneously.

We will have a tutorial on Facebook immediately before next month's meeting on Tuesday, February 1 at 7 pm. Anyone who would like a refresher on Facebook or who needs clarification on how to post updates, photos, videos etc. on the Ridgefield Arts Council's page is welcome to attend.

Behind the Scenes Honors: Thursday, May 19, 2011
Chair: Paul Gervais
Members: Kay Mayr

No updates

Networking Event: Friday, March 4, 2011
Chair: Carolina Fernandez
Members: Andrew Levine, Randy Carboni, Khristee Rich

Mary Louise volunteered to help on the Networking Event. She will help out on the Networking Event instead of the Cultural Festival.

Carolina has confirmed the keynote speaker. It will be Rick Friswell, Editor-in-Chief of ARTES Magazine. We expect 100-150 people. The event will be at The Aldrich again. Some members had ideas for potential musicians/singers. We are looking for someone to donate wine. Khristee will write the press release for the event. Randy is in charge of designing and ordering the postcards. He will compare prices of Overnight Prints and Uprinting.com We will order 500 5 x 7" postcards. Carolina would like the postcards to go out on February 4. We will also do an e-postcard. Carolina will need help applying postage and labels in February. We will mail 150 postcards. We may ask Deb Linke to help again. There will not be an RSVP this time.

Development Report
Chair: Alison Greeley (temporarily)
Members: Paul Gervais, Alison Greeley, Andrew Levine

Carolina and Andrew announced that the salon (fundraiser) will be on Sunday, February 20 at 4 pm at Carolina's house. The cabaret will be performed by Andrew and his wife and will be approximately 50 minutes to an hour. The aim is for 16 people to attend and to charge $75 per person for wine, dinner, and entertainment. Carolina asked council members to send her names

and email addresses to invite to this event by Sunday, January 8. She will send out an e-vite for this event; there will not be printed invitations/postcards. She will send out a save the date email soon. Carolina will cook the dinner – menu to be decided. She may need help in the kitchen; Randy and Els volunteered to help. We also discussed the possibility of having a "rain" date in case there is bad weather/snow or having a waiting list. The following weekend could be the alternate date in case of bad weather. We expect to make about a $800 profit.

Old Business
2011 PR Idea
We would like to start a guest column in the Hersam Acorn Press to introduce ourselves on the Council and to cross promote cultural arts events and local arts organizations in town. Alison will talk to Jack Sanders to confirm this column.

Seeking New Members
We are still seeking new members to join the council.

HVCA Collaborative Destination Marketing
This will probably not start until 2012.

New Business
Executive Director Roundtable in December
At the December meeting, the lack of performance spaces in town and the difficulty of scheduling and confirming space in school auditoriums was discussed. Rudy Marconi, who was in attendance, agreed to meet with Alison and school board representatives to discuss the issue.

March Council Meeting
Carolina may not be present.

The next meeting is scheduled for **Tuesday, February 1, 2011** at **7:30pm** at **Town Hall**. We will begin the meeting at 7pm with a Facebook tutorial and begin the regular meeting at 7:30pm.

Recorded and submitted by Khristee Rich, Secretary