

Ridgefield Arts Council Meeting
September 11, 2017
Approved Minutes Taken by Hilary Aronow

Meeting called to order 7:30pm

RAC Members in attendance: Mark Meachem, Jennifer DiLaura, Joshua Fischer, Wendy Mitchell, Hilary Aronow, Vincent Conyers (arrived late)
Absent: Paul Gervais, Alison Greeley, Amy Casey

MINUTES

Jennifer made motion to approve minutes from last meeting-all approved.

TREASURER'S REPORT-MARK FOR ALISON

There were no significant changes from last month.

We used almost all the \$1500 allotted to us in 2016-17 and have a new \$1500 from the town grant, so with the over \$4500 in our trust account, our total available funds are a little over \$6000.

RIFF FUTURE-JENNIFER

A meeting will take place on Thursday -- with Jennifer planning to attend -- to learn more about the issues around the event and to help determine if we can help make it work going forward. The Council members agreed that one way we could offer to help lighten the load was on a marketing level, but not on the film side.

Possible Jazz Fest --MARK

Mark updated the Council on initial ideas for a Jazz Fest next September in town that would incorporate several local venues.

PR CAMPAIGN-WENDY

Wendy gave a recap of the meeting where the ECDC discussed an idea to raise \$25,000 to fund a marketing campaign to promote the town as an Arts and Culture destination.

We discussed next steps and are waiting on ECDC to present more direction and ideas.

ART IN STORES/RESTAURANTS-JENNIFER

Jennifer was approached by Way of the Sword about securing an artist to display in their space. They also are interested in hosting an upcoming Generator.

The Guild of Artists recently discontinued their program of placing art in local restaurants and shops. We could consider creating an artist directory on our website for this purpose.

Hilary will do an article in the Press and do a call for businesses and artists on Facebook (being sure to include high school student artists as well).

The Council discussed leaving any percentage of sales given to the business up to the artist and business. We are only facilitating the introduction.

OLD BUSINESS

- Banner updates – no updates
- September Generator-9/25 at Whip Salon-confirmed presenters & Council member responsibilities
- Josh to do re-sized image for Facebook event

NEW BUSINESS

Vincent's nephew, Joshua Conyers, is available to be a presenter at a Generator on 11/6 and Jennifer will talk to Mike at Way of the Sword to see if they can host it.

Career in the Arts will be in May- Jennifer asked us to start to think of people who are making a living doing something in the arts

Next Meeting 10/2

Meeting adjourned.