

Ridgefield Arts Council Meeting Approved Minutes September 10, 2018
Minutes taken by Hilary Aronow

RAC members in attendance: Mark Meachem, Paul Gervais, Joshua Fisher, Hilary Aronow, Jennifer DiLaura, Judi Lynch, Chris Sorgie, Vincent Conyers, Amy Casey

MINUTES

Jennifer made motion to approve the minutes from the August Meeting, Josh seconded it, and all approved.

TREASURER'S REPORT

We have paid for both Arts Calendar ads placed in the Ridgefield Press. With the small amount remaining, we may be able to defray future costs for ads. We spent a small amount advertising via a Facebook sponsored post with lackluster results. We will work on a better ad or promotion for the next one.

OLD BUSINESS

1. Jazz, Funk & Blues this weekend-Arts Council members are requested to support this.
2. Keeler Party coming up-Arts Council members were invited to attend.
3. Our Artists, Our Schools-Jennifer has confirmed speakers for 9/28 and Sunday is the college seminar portion at the library.
4. Generator-two presenters are confirmed and Hilary is looking to secure a third presenter/performer of some sort. Kevin Briody (musician) was suggested by Jennifer who will do an email intro.
5. Meetup.com-RAC members agreed we should continue to use this for now until we can gather contact info to generate our own mailing list.

NEW BUSINESS

1. Marketing campaign/Mailing list-Vincent volunteered to work on getting a standardized list organized to capture email addresses at Arts Council events, especially Generator events.
2. Main Street CT-the presentation at the last EDR was well received. This nonprofit works with towns to help revitalize/market them in a cohesive way. Jennifer met with Rudy and Arnold Light from ECDC to discuss this or something similar as a possible option for Ridgefield.
3. Banners-RAC approached the Board of Realtors about underwriting RAC place holder banners. If they agree to underwrite, we would use them at least 2 months during the year when we have gaps.
4. October meeting-RIFF will attend so RAC members can be impartial judges for the poster contest.
5. RAC Sponsored art event/exhibit-Vincent is interested in exploring this idea.
6. Behind the Scenes-Founders Hall was discussed as a possible venue for it in conjunction with creating an RAC sponsored art exhibit at that location.

7. Behind the Scenes award-Jennifer will connect Paul with people at the high school to work on the design for the new award.

Meeting adjourned.