

Ridgefield Arts Council
Approved Minutes
December 3, 2018 7:30 PM
Small Conference Room – Town Hall

*The Ridgefield Arts Council generates attention for and collaboration between members of our vibrant arts community.
[Our mission is to inform, entertain, and inspire those who appreciate and create art in all its genres.*

Attendees:

Paul Gervais, Jenifer Rose DiLaura
Mark Meachem, Chris Sorgie
Vincent Conyers, Judi Lynch

Excused:

Hilary Aronow
Amy Hall Casey
Joshua Fischer

Meeting to Order

Approve Minutes (November) Jenifer motioned to accept, Paul seconded. All approved.

Treasurer's Report

Chris reported that the annual Arts Council budget has been approved by the town. It is \$2,000.00.

Old Business

1. The Arts Council performed a survey of the local artists and shared the responses regarding a shared creative space. Questions that were common among those who were canvassed were that of lease requirements, membership fee, etc. The Arts Council conducted the survey at the request of the ECDC to ascertain the real interest in our community to move forward with the possibility of offering such a space.
2. EDR – Jenifer planned to discuss how we wish to market the arts with the EDR; do we continue ads? Since the town is promoting the arts, are there ways to market banners “more theme” like (combine resources or events)? EDR is December 14, 2018 at 9AM at the Guild of Artists.
3. Marketing strategies for 2019
4. RAC banners for fillers
5. Jennifer will attend a Cultural Alliance gathering in Fairfield County area to discuss Arts Councils' concerns and how it can be collaborated.
Key words the CA asked for:
Important: making people work together for promotion and awareness
 - Challenge: cooperation and communication (banners)
 - Greatest Success: executive Round Table
6. Filming Guidelines was explored by Chris reporting the Westchester County guidelines offer a guide to municipal filming. Currently Ridgefield charges \$1500.00 a day for any filming. Alison Stockel is the contact for the Town of Ridgefield

New Business

- a. Generator Dates for 2019. Shall we maintain a specific date like the second Monday? To discuss further at the January meeting. Feb 11 was scheduled for the next event. Place TBD.
- b. Art on Main would consider hosting a Generator Meeting
- c. Marketing plans
- d. We will email to groups in the community to see their intent on using their banner time
 - Application process
 - Requisite 90 days ahead of desired banner placement
- e. 2020 budget submittal was discussed and agreed upon. Chris will send email for member confirmation before it goes to the town.

Upcoming meetings/events

January 7, 2019 meeting at 7:30 in large conference room