

DRAFT
Ridgefield Arts Council Meeting Minutes
December 7, 2020 @ 7:30pm
Zoom Teleconference Meeting

Minutes taken by Tracey Bryggman

RAC Members in attendance: Jennifer DiLaura, Amy Casey, Josh Flscher, Jennifer Dineen
Danielle Roth, Joe Collin, Andrew Okrongly, Raje Kaur

Excused: Pamme Jones, Hilary Aronow

Guests: Carole Mahlstead and Joanne Hunter from Compassionate Ridgefield, and Jonathan Wynn from Thrown Stone

NOVEMBER 2020 MINUTES

- Raje made a motion to approve the minutes from the November meeting, Andrew seconded it, and all approved.

TREASURER'S REPORT

- Trust account balance is under by approximately \$1000. The \$750 grant check from Make Music Day was deposited in the town's account, but never made to the Arts Council Trust account. Andrew is following up with the town to see if it can be tracked down.
- Budget request for FY 2021/2022 is complete. Asking for same budget as last year. Andrew will submit budget to the town next week.

AGENDA ITEMS

Compassionate Ridgefield Banner Collaboration: Update from Carole Mahlstead, Joanne Hunter, and Jonathan Wynn.

- Collaborative project highlighting compassion, outreach, and inclusion.
- To date, over 700 cities have signed the pledge.
- Individuals and organizations in Ridgefield will take the pledge and sign the official charter during the Spring Stroll.
- 10 Banners will be created and hung in March, highlighting words of compassion.
- Tree of Compassion being created. Organizations, families, and individuals in Ridgefield will have an opportunity to create their own leaves, each containing a word of compassion. Tree to be unveiled the weekend of the Charter signing - location of the tree TBD.

Ridgefield Banner Schedule: Update from Andrew and Raje.

- Banner schedule for 2021 is complete.
- Feedback has been positive.

Make Music Day update from Jennifer DiLaura

- MMD winter (12/21) is not worth pursuing due to Covid restrictions. Will focus on MMD summer. Goal is to make it a bigger weekend event, culminating on MMD on Monday, 6/21/21.

Grant Collaboration

- Joe is going to follow up with Gloria from the ECDC for possible grant collaboration

Meeting dates for 2021

- Jennifer made a motion to approve RAC and EDR meeting dates for 2021. Raje seconded the motion, and all approved.

2021 Initiatives:

- RAC social media promotion
 - Consolidate the three platforms (Instagram, Facebook and Twitter) so promotion is uniform and relevant.
 - Focus on sharing content as opposed to creating content for arts organizations
 - Artist Takeover (Instagram)
 - Coordinate promotion schedule with arts organizations to ensure that RAC promotion is fairly distributed and relevant.
 - Aim to increase audience on all three platforms
- Website
 - Possibly offer a paid internship for some web design updates
 - Create strategy to keep the website current and informative
- Behind The Scenes
 - Discussion to possibly move the event to late summer or early fall in order to hold it outdoors.
 - Andrew will follow up with previous committee chair, Paul G.

The next meeting will be on 1/4/2021

Meeting adjourned.