

## **FINAL**

Ridgefield Arts Council Meeting Minutes October 4, 2021

Minutes taken by Colleen Cash

RAC Members in attendance: Jennifer DiLaura, Joshua Fischer, Colleen Cash, Andrew Okrongly, Joe Collin, Raje Kaur (via Zoom), Tracey Bryggman, Dani Roth, Jennifer Dineen, Pamme Jones, Amy Casey

Excused: Hilary Aronow

Guest: Barb Jennes

## **MINUTES**

Andrew suggested an edit to the minutes from the September meeting in regards to the Treasurer's Report. Dani made a motion to approve minutes from the September meeting inclusive of the edit and Andrew seconded it. All approved.

## **TREASURER'S REPORT**

The RAC Zoom license has been renewed and paid for. Plans are being devised to support fundraising efforts for the scholarship. FY2022 budget requests need to be discussed and submitted by the end of December 2021.

## **AGENDA ITEMS**

1. Meeting schedule for 2021-2022- The RAC discussed the forthcoming year's proposed meeting schedule and reviewed the proposed dates in conjunction with known holidays and conflicts. The RAC discussed which day of the week would be optimal for members and the benefit of holding meetings when conference rooms are available in Town Hall. The RAC did not approve the meeting schedule as full RAC feedback is required and will readdress the schedule at the November meeting.
2. FY2022 Budget- Budget letters are due in early December 2022, and Andrew will share with the group the 2021 Budget letter in anticipation of drafting and submitting RAC's 2022 letter. Andrew will also confirm with the group the FY2022 submission deadline. Jennifer DiLaura suggested submitting- in addition to RAC's standard request- a budget request that would support town-wide marketing initiatives. Andrew noted the distinction between one-time budget requests versus ongoing budget requests, and the RAC discussed how an additional submission would be best served in either scenario.

3. Banners- The banner scheduling process is well underway and submissions have been received by twelve organizations. This season's banner schedule will include more banner locations with shorter durations.
4. Generator- The RAC noted it would follow up with participating organizations following the last Generator.
5. Our Artists/Our Schools- Dani and Tracey are ramping up outreach in advance of the program's launch this year and suggested providing stipends to participating artists. The RAC discussed fundraising strategies to support the stipends.
6. LEAF Project/Compassionate Ridgefield- Efforts are being made to bring this project back online. Raje will be in touch with the organization later in the school year.
7. EDR- Previous EDR was held at Daniella Sikora's home. The December EDR will be held at the Ridgefield Guild of Artists.
8. Make Music Day- Stipends have been sent out to all 2021 performers. Jennifer Dineen will send out thank you letters to sponsors. Efforts are being made to begin planning for the 2022 iteration.
9. Grants/Funding- The status is unchanged on the Our Town grant. Joe referenced a new grant from the CT State Department of Humanities and will attend an informational session to learn more about the requirements and RAC's eligibility. The RAC also discussed ARPA funding and Andrew noted the opportunity for organizations to come together in light of ARPA funding opportunities. Andrew will consider potential next steps.
11. Marketing- A revitalized RAC Marketing plan is being devised and the RAC discussed new efforts regarding email newsletters, leveraging existing efforts, and working to introduce the arts to new residents and existing residents. Jennifer DiLaura discussed plans to finalize funding for Q4 2021 brochure and the RAC discussed revising the sponsorship tiers. Jennifer Dineen suggested a revised sponsorship letter that allowed for personalization to each potential sponsor. The RAC also discussed donating a portion of raised funds to the scholarship.
12. Requests/Processes- The RAC discussed policies and procedures for handling requests from organizations. The Council will draft a preliminary procedural guide for requesting organizations.

13. Resignation- Jennifer DiLaura announced that she had submitted her resignation from the RAC effective at the end of the year. The RAC thanked her for her many years of service.

The next meeting will be 11/1/2021.

Meeting adjourned at 9:06pm.