

Putnam Arts Council Minutes from 1/24/2022

1. Call to order at 5:38 pm

Members present were Karen Osbrey, Laura Moorehead, Anthony Foronda, Jamie Soroka, Beth Johnston, Elaine Turner, and David Sullivan

2. Approval of minutes – approved by Jamie, seconded by Beth.

3. Financials - report was not available however Karen reported the only change should be a pening invoice from New England Awards for the Spring Awakening sculpture plaque.

4. Marketing - Anthony reported that response to the introductory email letter was not encouraging. The email was sent out to our database of 356 emails using MailChimp. That email service requires recipients to approve or decline future emails from the sending group. Only 32 recipients approved future emails. Some options were discussed on how we could improve on the low response. It was decided taht ANthony will create a form and a link to it so that it can be shared on social media. This will enable us to share the link via social media as well as giving our group a way to personally send out invitations to fellow artists and share the link at future events. Beth also suggested purchasing a nice guest book that we could put out at receptions to collect interested names.

5. Communication with other groups

a. Trash cans - the eighth trash will be finished this week. The theme is the 1880s and includes the old Chickoring Cafe and the railroad station.

b. Anthony will have a show at UConn's Norman Steven's Gallery. Beth will have a show at the Town and Country Club in Hartford. Laura will have a show at the Thompson Library in March.

d. Public Art Projects

i. Permanent Sculpture Installation – the plaque for Spring Awakenings sculpture, located at the new Municipal Complex, is complete. Once the ground thaws it will be installed.

ii. MLK Mural - David reported that another meeting had been held this week concerning the mural. It is now halfway to being completely funded and the artist is on board as well as the location at the YMCA confirmed. He suggested that our committee should consider making a donation. We discussed the options that were available for sponsorship as well as concerns that people had. The biggest concern was how "permanent" the mural was going to be – questions such as could it be moved, what would happen if the YMCA decided it needed to be removed, and who was responsible for any upkeep were discussed. David will ask Dot Burnworth, chair of the MLK committee, as well as a representative from the RiseUp for Arts group to attend our next meeting. A motion was made by Laura Moorehead for the Putnam Arts Council to be a

\$1,000 sponsor of the MLK Mural currently under development. The motion was seconded by Jamie. Motion was unanimously approved.

iii. Municipal Complex Art Show - Laura reported that Beth had worked on pulling together two new forms - an Artist Application form and a Jury Criteria form. The forms had been sent out prior to the meeting but, since they are quite involved, it was decided that committee members should review them and submit suggestions prior to the next meeting.

Laura reported she had spoken with Heather Taylor, principal of the Putnam High School, about the upcoming student art show. Many details are being worked out but the basic plan is to transfer the student art show that will be on display at the town's Fire & Ice Festival on the weekend of February 12-13 to the municipal complex gallery. Laura has a phone call scheduled for this Friday with Heather and should be able to find out more information including the number of art pieces and an estimate of the largest size. Laura, Beth, and Karen will be working on ways to hang the artwork since none of them will be framed. We will also have to coordinate how the art is transferred, when it is transferred, and when to take down our current exhibit.

Karen reported more hangers have been ordered. Laura has more hooks in hand that need to be altered.

Anthony reported two additional artists have contacted us via email. They are interested in displaying their art in our gallery. The names have been forwarded to Laura who will send them a response as well as put together a draft of a response letter.

iv. Love Locks - Karen reported that the footings have been poured and a formal order for the outer supports has been submitted to the manufacturer so that the price is locked in. Jennifer Brytowski of Jennerate is working on a website design.

6. Old Business - none to report

7. New Business - David suggested that we lobby the town to increase the budget to the Putnam Arts Council. The funds could be used for additional projects and to purchase artwork from local artists for display around town. Karen stated that, in order to do that, we would have to work out a plan to submit to the town that would state how we would use the money. The deadline to do that would be December 31 so there is plenty of time to do so.

8. Public Comment - none.

Meeting adjourned at 6:48 pm. Motion made by Jamie, seconded by Beth.