

Town of Putnam

Arts Council – Special Meeting

Community Room 112

Monday, February 27th, 5:30 PM

Join Zoom Meeting:

<https://us06web.zoom.us/j/84120317428?pwd=VGZlQ2V2M2V1LzFTd013RjVrTmpzdz09>

Passcode: 9tP9xZ

1. Roll Call	
2. Approval of Meeting Minutes*	
	i. February 6 th
3. Reporting of Expenditures	i. Appeal to Board of Finance
4. Marketing Update	
5. Communications	
	i. Email List
6. New Business	
	i. Mission Statement
	ii. Farmers Market Mural
	a. Sponsorship
	iii. Fine Arts and Crafts Festival
	a. Assignment of Committees
	b. Discussion Points:
	i. Jury Process
	ii. Marketing Strategy
	c. Vote of Logo
	d. Approval of Content on Response to Applicants
	e. Review of Expenses
7. Old Business	
	i. Corridor Gallery
8. Updates	
	i. Quinebaug Valley Community College
	a. March 9 th All Gallery Celebration
	b. March 16 th , 5pm PAC Gallery
9. Public Participation	
10. Adjournment*	

2023 FEB 24 A 10:57

TOWN OF PUTNAM
CLERK
Suzanne L. Lefebvre

*Vote Required

Town of Putnam

Arts Council – Special Meeting Minutes

Community Room 112
Monday, February 6th, 5:30 PM

Town Clerk - PUTNAM CT
Deanna Rajak
2023 FEB -9 P 3: 12

Join Zoom Meeting:

<https://us06web.zoom.us/j/87193884964?pwd=QzlvSmNQLzRZdms5MUJlVlYXdyRGVxdz09>

Meeting ID: 871 9388 4964

Passcode: 5DPHeF

1. Roll Call
Mayor Seney, ECD Director Carly DeLuca, Karen Osbrey, Laura Moorhead, David Sullivan, Beth Johnson, Julie Reid, and Kat Dunton Farnsworth.
Absent: Elaine Turner and Anthony Foronda.
2. Approval of Meeting Minutes*
 - i. December 19: Motion made by Beth, to approve the minutes of December 19, 2022, seconded by Kat, motion passed.
November 28: Motion made by Laura to approve the minutes of November 28, 2022, seconded by Kat, motion passed.
3. Reporting of Expenditures
Mayor Seney explained, within the Town Charter, if a fund is not active for 3 years, it is absorbed into the General Fund. The \$ 3,800 Art Council fund hasn't shown activity for 3 years and was absorbed. The \$ 3,800 wasn't a Town budget line item; it was generated from donations and fund raising. Mayor suggested going before the Finance Board and requesting the funds be returned. FY 22/23 Town Budget line-item Fund has a balance of \$ 996. Carly to follow up on the \$ 3,800 donation fund.
4. Review of FOIA and Robert's Rules
A "Notice of Meetings" document was provided and reviewed. Attention was called to being mindful about emails. Members reviewed. Robert's Rules were also reviewed.
5. Nomination and Election of Officers*
Nominations and Election of Officers:
Chairman: Beth motioned, Julie seconded, to nominate and vote for David Sullivan, all voted aye, David abstained, motion passed. Vice-Chairman: Julie, motioned to nominate and vote for Laura Moorhead, seconded by Beth, all voted aye, Laura abstained, motion passed. Both positions effective at the next meeting.
6. Marketing Update
None
7. Communications

- i. Trash Cans: one remaining to be completed. Keep on Agenda for next meeting
- ii. Quinebaug Valley Community College: Laura reported: Q.V.C.C. Spirol gallery, Putnam Arts Hallway gallery, Silver Circle gallery and Loos Art gallery. On March 9th, the four galleries will participate in celebration of Arts History month. Students will be featured at the Putnam Arts Hallway gallery open house reception on March 16th from 5-7pm.

8. New Business

- i. Farmers Market Mural Project: a \$10,000 request from the Capital Improvements Project budget, cannot be supported by the Town this fiscal year.
- ii. Fine Arts and Crafts Festival: Discussion ensued. Draft copies of application, budget, Artist agreement, rules etc., were provided and reviewed.
 - a. Use of Council Funds for Purchase of Website through Wix*: Cost of annual website subscription is \$ 204.19. Beth motioned to approve the expenditure of \$ 204.19, seconded by David, motion passed.
 - b. Special Meeting Schedule: Special Meetings are being proposed allowing extra planning time for the upcoming Festival. Consensus agrees to add a Special Meeting each month until the festival. The 2nd Monday of each month seems to fit the consensus schedules. First Special meeting will be March 13, 2023
 - c. Approval of June 17th & 18th date*: David motioned to approve seconded by Beth, motion approved.
 - d. Approval of Call for Artists*:
 - i. Content* Upon discussion and revisions, Laura motioned to approve, seconded by David, motion passed.
 - ii. Application fee* Upon discussion, Beth motioned to approve a \$ 10 application fee, seconded by David, motion approved. Beth motioned to

approve the \$ 100 booth fee,
seconded by Laura, motion
passed.

- e. Sponsorship: Draft budget for the arts festival was presented. Discussion ensued. Karen volunteered to work on sponsorship/s. Water bottles could be donated. A draft map of the festival layout was presented to assist with discussion.

9. Old Business

- i. Permanent Sculpture Installation: Searching for permanent spot.
- ii. Municipal Complex Arts Show
 - a. Addition of Music and/or Poetry: Laura provided an update and will contact Art teachers.
- iii. Love Locks Project: No updates

10. Updates

11. Public Participation

12. Adjournment*

None

Beth motioned to adjourn, seconded by David, ayes have it, motion approved. Meeting adjourned at 7:10pm.

*Vote Required

February 27, 2023

AGENDA ITEM COVERSHEET

Submitted by: Carly DeLuca

Date for Consideration: February 27th, 2023

Town Attorney Review Required: N/A

Financial Summary:

FY 2021/2022 the Fund Balance listed as 2872.00.0000.34000.00000 was decreased to zero and moved into the General Fund.

Based on the Town Charter, Section Eight – Expenditures and Accounting, subsection E:

“Appropriations for construction or for other permanent improvements, from whatever source derived, shall not lapse until the purpose for which the appropriation was made shall have been accomplished or abandoned. A project shall be deemed to have been abandoned if three (3) fiscal years elapse without any expenditure from, or encumbrance of the appropriation. Any portion of an annual appropriation remaining unexpended and unencumbered at the close of the budget year shall lapse” (28).

FY 2020/2021, FY 2019/2020, and FY 2018/2019 the Fund Balance was at \$3,847.70.

Based on that Charter requirement and the length of inactivity, Town Administration and Finance worked with the Town’s Auditors to eliminate that fund – the fund’s balance was moved to the General Fund.

Up until March 2018, the fund balance had regular activity. Money in this account has been fundraised by the Arts Council through the sale of artwork and private donations. The Arts Council has also used funds in this account to benefit the Town including on First Friday projects and artist scholarships.

Staff Recommendation:

Review of Arts Council past funds usage. Reinstatement of \$3,800 to a new Arts Council donation fund. The Arts Council is holding their first ever Fine Arts and Crafts Festival in June. Based on recent Art Council discussions, these funds will be used as part of the festival costs.

Board Action Required:

Request that the Board decide on the reinstatement of funds to an Arts Council donation fund.

Supporting Materials (if yes, list attachments):

Attachment C: Putnam Arts Council Donation Fund

Broken Down by Years

Act #2872.00.0000.34000.00000

Putnam Arts Council - Donation Fund

2010

Expenditures	Balance Carried Forward	\$	1,433.00
2010 Artisan Market Invoices		\$	208.00
	total	\$	208.00

Revenue

2010 Artisan Market Fees		\$	1,120.00
	total	\$	1,120.00

2011

Expenditures	Balance Carried Forward	\$	2,345.00
5/11/2011 Chase Graphics, Inc- Brochures - (Art Attack)		\$	69.00
6/6/2011 Chase Graphics, Inc- Brochures - Inv. # 17260(Art Attack)		\$	59.00
8/9/2011 Chase Graphics, Inc - Brochures - Inv. # 17478 (Art Attack)		\$	115.00
9/21/2011 Shopper's Guide- 9/21 & 9/28 Shoppers/Turnpike editions		\$	260.00
	total	\$	503.00

Revenue

7/1/2011 Town Budget		\$	500.00
	total	\$	500.00

2012

Expenditure	Balance Carried Forward	\$	2,342.00
1/23/2012 Dale Rogers Studio "Puppy Creations"		\$	500.00
1/30/2012 Glimpse of Gaia		\$	127.20
5/17/2012 Material to Decorate Stage		\$	96.85
8/23/2012 Arts Council Banner - Bear Paw		\$	130.00
8/23/2012 Nylon Patriotic Bunting		\$	67.50
	total	\$	921.55

Revenue

1/23/2012 Collected from "Puppy" sales		\$	950.00
6/15/2012 Sale of two roof tiles		\$	325.00
	total	\$	1,275.00

2013

Expenditure	Balance Carried Forward	\$	2,695.45
4/1/2013 Lindsay Roberts music award		\$	100.00
4/23/2013 Plywood, first Friday event		\$	18.99
5/1/2013 Sonja Nichols Arts Award		\$	75.00
5/3/2013 Stilt Walkers		\$	412.00
6/17/2013 Sherwin Williams First Friday paint		\$	51.93
	total	\$	657.92

Revenue		
1/29/2013	Sale of roof tile	\$ 400.00
6/25/2013	balance based on Finance Director report	\$ 369.54
	total	\$ 769.54

2014

Expenditure	Balance Carried Forward	\$ 2,807.07
1/10/2014	Bear Paw Signs	\$ 275.20
4/17/2014	PAC business cards	\$ 34.36
7/18/2014	New England Awards Bronze plaque	\$ 301.00
11/4/2014	reimbursement of print photos	\$ 152.00
11/7/2014	New England Awards garden stake	\$ 376.00
	total	\$ 1,138.56

Revenue		
4/2/2014	Roof tile sold	\$ 100.00
	total	\$ 100.00

2015-2017

Expenditure	Balance Carried Forward	\$ 1,768.51
7/20/2015	Teacher Appreciation	\$ 230.00
1/6/2016	Teacher Appreciation	\$ 110.00
11/20/2017	Antique A Paint Bar, Stairway painting	\$ 2,102.18
2/12/2018	Salem bus trip	\$ 1,125.00
4/1/2018	partial repay for Peabody Museum trip	\$ 68.33
	total	\$ 3,635.51

Revenue		
1/31/2015	Donation from NOMA kitchen	\$ 150.00
4/21/2015	Book Sale Lindsay Lehmann	\$ 27.50
5/25/2015	Post Cards through Empty Spaces Machine	\$ 450.00
6/15/2015	Remaining funds transferred in	\$ 2,496.20
1/6/2016	Donation from WINY	\$ 220.00
8/14/2017	Beautification Project	\$ 1,250.00
3/27/2018	Salem bus trip	\$ 1,050.00
	total	\$ 5,643.70

\$ 3,776.70

Putnam Fine Arts & Crafts Festival

Committee	Tasks	Notes
Call for Artists		
David	Call for Art Vendors	Zapplication, CAFÉ, Smarter Entry, Juried Art Services, Online Juried Show
Beth	Content	Jury process, jury team, criteria, cancellation policy, number of artists, emerging artists
	Reply Letters	
	Jury	Select team and rubric
Advertising		
Elaine	Radio	WINY, others?
	Newspaper	Local, southern MA, RI
	Packet for Sponsor/Donors	Describe benefits for donations.
	Signage	Flyers, signs around town
Exhibitor Guide		
Beth	Instructions	Check in process, hours for set up, hours of event,
	Acceptance policy (insurance)	
	Booth Layout	Include a map, Artist Name/Artist Media, food
	Contact Info	
	Tax info	Instructions for CT tax permit
	Town Info	
Volunteers		
Laura	Festival Committee	
Karen	Registration	
	Artist Set Up/ Break Down	
	Parking & signage	
	Water Drop Off/Misc.	
	Marking booth placement	
Online Content		
Jamie	Social Media	
Beth	Website	
	Logo	
Town		
Carly	Trash receptacles	
	Insurance	
	Bathrooms	
	Tables, chairs, tents	
Accounting		
Carly	Application fees	
Jackie	Booth fees	
	Sponsorships	
	Advertising	
	Vendor Fees	

Raffle		
Julie	Application Raffle tickets/forms Distribution	
Food		
	Vendors Menus Instruction Packet	
Music		
Julie	Musician Fee Instruction Packet	

**Putnam Fine Arts Festival
2023**

Expenses		
Wix	\$	204
CaFe	\$	475
Restroomns	\$	400
Advertising		
WINY	\$	500
Putnam Town Crier	\$	500
Shopper's Guide	\$	300
Waterbottles	\$	200
Musician	\$	1,200
Printing	\$	500
total	\$	4,279

Revenue		
Artist Fee	\$	4,000
Application Fee	\$	320
Sponsorship	\$	1,500
Line Item	\$	2,000
Vendor Fee	\$	400
total	\$	8,220

Revenue - Expenses	\$	3,941
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Static:

Application Fee	\$	8.00
Booth Fee	\$	100.00
# of Artists		40
# of Vendors		4

Restroom Options:

			#	
regular portapotty	\$	100	3	\$ 300
handicap portapotty	\$	110	1	\$ 110
				\$ 410

maintenance worker	\$	400
3 hours (sat)		
6-7 hours (sun)		

1



2



3



4



Press Release

FOR IMMEDIATE RELEASE

Putnam, Connecticut - The Putnam Art Council (PAC) is pleased to announce it will be hosting the Putnam Fine Arts and Crafts Festival on June 17th and 18th, 2023, 10am-4pm each day. The PAC is excited to add this event to the list of events and arts for which Putnam is known. It will bring local communities together for a day of art, music, and fun as well as being close to the wonderful restaurants and businesses in the downtown area.

The festival will take place at the Putnam Municipal Complex at 200 School Street, Putnam CT, and will feature a diverse range of artists and performers from the local community and beyond. Attendees can expect to see a variety of mediums, including paintings, pottery, photography, and others. Additionally, there will be live music throughout the day.

"We are thrilled to bring a fine arts and crafts festival to Putnam and to showcase the incredible talent in our area, and beyond," said [Name], the festival's organizer. "Our Arts Council is excited to welcome everyone to experience the joy and creativity that the arts can bring, while supporting local artists, and finding the next amazing piece for your own home."

The festival will run from 10:00 AM to 4:00 PM each day, rain or shine. Parking and admission is free. The festival encourages attendees to adhere to local health guidelines to ensure a safe and enjoyable event for all.

For more information, visit <https://www.putnamctartscouncil.com/art-festival> or follow <https://www.facebook.com/PutnamArts> on social media.

Media Contact: [Name] [Email] [Phone Number]

Art Association Invitation Letter

Dear [name],

I am writing to invite you and your members to participate in the upcoming Putnam CT Fine Arts and Crafts Festival that will take place on June 17th and June 18th, 2023 in Putnam, Connecticut. This festival is a great opportunity for artists to showcase their work, network with other artists, and engage with a community of art lovers.

The festival will feature a diverse range of artwork, including paintings, pottery, photographs, and other visual arts. We are inviting artists from all backgrounds to apply, regardless of their level of experience or artistic style.

The festival will be held just outside the heart of downtown Putnam, which is known for its vibrant arts community and charming New England architecture. The event will feature live music to create an enjoyable atmosphere.

Artists will have the opportunity to showcase their work to a wide audience, interact with fellow artists, and sell their art to interested buyers. This is an excellent opportunity to gain exposure for their work and connect with other members of the art community.

If interested in participating in this juried art festival, please follow the link below to CaFE and fill out the online application. You will be asked to provide four images of your work and one of your **booth**. Entry fee is only \$10 and the booth fee is \$100, if you are accepted. The deadline for applications is April 30th, 2023, space is limited and we will have a rolling acceptance, so we encourage everyone to apply as soon as possible.

Call URL: https://artist.callforentry.org/festivals_unique_info.php?ID=11497

NOTE: If you would like to apply as an organization, please select 5 images representing 5 of the artists who will participate. No booth image is needed. In the Artist Statement, clearly state you are applying as an organization and include the name.

Thank you for considering this invitation to participate in our art festival. We look forward to hearing from you and hope to see you in Putnam, Connecticut, in June.

Sincerely,

Putnam CT Arts Council

Artist Invite Letter

Dear [artist],

I am writing to invite you to participate in the upcoming Putnam CT Fine Arts and Crafts Festival that will take place on June 17th and June 18th, 2023 in Putnam, Connecticut. This festival is a great opportunity for artists to showcase their work, network with other artists, and engage with a community of art lovers.

The festival will feature a diverse range of artwork, including paintings, pottery, photographs, and other visual arts. We are inviting artists from all backgrounds to apply, regardless of their level of experience or artistic style.

The festival will be held just outside the heart of downtown Putnam, which is known for its vibrant arts community and charming New England architecture. The event will feature live music to create an enjoyable atmosphere.

As an artist, you will have the opportunity to showcase your work to a wide audience, interact with fellow artists, and sell your art to interested buyers. This is an excellent opportunity to gain exposure for your work and connect with other members of the art community.

If you are interested in participating in this juried art festival, please follow the link below to CaFE and fill out the online application. You will be asked to provide four images of your work and one of your booth. Entry fee is only \$10 and the booth fee is \$100, if you are accepted. The deadline for applications is April 30th, 2023, space is limited and we will have a rolling acceptance, so we encourage you to apply as soon as possible.

Call URL: https://artist.callforentry.org/festivals_unique_info.php?ID=11497

Thank you for considering this invitation to participate in this art festival. We look forward to hearing from you and hope to see you in Putnam, Connecticut, in June.

Sincerely,

Putnam CT Arts Council

Festival Acceptance Letter

Dear [Artist],

Congratulations! I am delighted to inform you that your application to participate in the upcoming Putnam CT Fine Arts and Crafts Festival has been accepted. Your artwork truly impressed the selection committee, and we believe that your unique style and creative vision will be a valuable addition to the festival.

As an accepted artist, you will have the opportunity to showcase your work alongside other talented artists from throughout the area. The festival is set to take place from June 17th and 18th, 2023, at 200 School Street, Putnam, Connecticut. We will provide you with all the necessary information regarding the logistics and setup for your exhibition space, as well as any additional details, in the coming weeks.

Please follow the instructions below to pay your Booth Fee and complete the Artist Agreement by May 20th, 2023.

???

We are looking forward to having you join us at the festival and showcasing your exceptional artwork. Should you have any questions or concerns, please don't hesitate to contact us.

Once again, congratulations on being accepted into the Putnam CT Fine Arts and Crafts Festival. We are excited to see your artwork on display.

Best regards,

Putnam CT Arts Council

Festival Rejection Letter

Dear [Artist],

We would like to thank you for submitting your application to participate in the upcoming Putnam CT Fine Arts and Crafts Festival. Unfortunately, after careful review and consideration, we regret to inform you that your application has not been accepted.

Please be assured that our selection process is rigorous and competitive, and the decision was not an easy one. We received many outstanding applications, and we were impressed by the quality and creativity of the artwork submitted. However, due to limited space and resources, we had to make some difficult choices.

Please note that this decision is not a reflection of the quality of your artwork, nor does it diminish the value of your talent and artistic vision. We encourage you to continue creating and sharing your artwork as we believe that it deserves recognition and appreciation.

We appreciate the time and effort you put into your application, and we want to thank you for your interest in the festival. We hope that you will continue to stay connected with us and consider applying in future events.

We wish you all the best in your artistic endeavors and look forward to seeing your work in the future.

Sincerely,

Putnam CT Arts Council