

Town of Putnam	
Arts Council – Special Meeting	
Community Room 112	
Monday, March 13 th , 5:30 PM	
Join Zoom Meeting:	
1. Roll Call	
2. Approval of Meeting Minutes*	
	i. February 27 th
3. Reporting of Expenditures	
4. Communications	
	i. Email List
5. New Business	
	i. Fine Arts and Crafts Festival
	a. Call for Artists
	b. Advertising/Marketing Plan
	c. Exhibitor Guide
	d. Volunteers
	e. Town/Accounting
	f. Food
	g. Music
6. Old Business	
7. Updates	
8. Public Participation	
9. Adjournment*	

*Vote Required

Town of Putnam

Arts Council – Meeting Minutes

Community Room 112
Monday, February 27th, 5:30 PM

TOWN CLERK - PUTNAM CT
[Signature]

2023 FEB 31 P 12:44

Join Zoom Meeting:

<https://us06web.zoom.us/j/84120317428?pwd=VGZlQ2V2M2V1LzFTd013RjVrTmpzd09>

Passcode:9tP9x

1. Roll Call
ECD Director Carly DeLuca, Chairman David Sullivan, Vice-Chairman Laura Moorehead, Karen Osbrey, Beth Johnston, Julie Reid, Jamie Soroka .and Jackie Lefevre via Zoom
Absent: Elaine Turner, Kat Dunton Farnsworth and Anthony Foronda.
2. Approval of Meeting Minutes*

1. February 6th Director mentioned there is a revision required, under agenda item #7, the sentence reads: On March 9th, the four galleries will participate in celebration of “Arts History Month”. It should read celebrate “Women’s History Month” Karen motioned to approve meeting minutes of February 6th with revision as presented, seconded by Laura, motion passed.
3. Reporting of Expenditures
Expenditures were reviewed. Finance Board meeting, the PAC Donation fund is on the agenda. Copies of agenda cover sheet as addressed to Board of Finance and an accounting of the Donation fund was provided to all in attendance. Chase Graphics is holding a balance of \$ 458.78.
4. Marketing Update
5. Communications
i. Email List: David, Karen and Beth all have lists that can be reviewed and combined into one.
Julie gave an update on music contacts for festival. Discussion turned to if two stages, for musicians, may be necessary. Carly to discuss with Willie.
6. New Business
i. Mission Statement: Two documents were passed around, one from a former Putnam Arts Council (PAC) planning meeting and the other contained a description of PAC as it is in Town’s Plan of Conservation and Development Plan. Both to be reviewed for ideas, discussion and planning to adopt a mission statement. Members to prepare for future discussion/vote.
ii. Farmer’s Market Mural
a. Sponsorship
Keep this agenda item on for future discussion

- iii. Fine Arts and Crafts Festival
 - a. Assignment of Committees: Carly reviewed the matrix, as provided in the agenda packet and members volunteered for committees.
 - b. Discussion Points:
 - i. Jury Process: Beth reported on Jury process. David and Beth to vet the Artisan applications.
 - ii. Marketing Strategy: discussion ensued on marketing and online content, committee should make a plan for frequency of content dispersion and where.
 - c. Vote of Logo: 4 logos were presented, designed by Laura. Upon discussion, Logo # 3 was chosen with suggested revisions. Laura to make revisions and bring back to table. Suggestions: Capitalize p in Putnam, make word Festival larger and punch up the colors.
 - d. Approval of content on Response to Applicants: Letter samples were provided: one acceptance, one rejection, one to invite artist groups and one for individual artist. Upon discussion, Laura motioned to approve content to send out to artists, (individuals & groups) with changes where necessary, seconded by Karen, motion passed.
 - e. Review of Expenses: Arts Festival budget/revenue were revised as provided. \$ 520.81 to date is available.

7. Old Business

- i. Corridor Gallery: Laura reported March 16th Open house here at Complex Corridor Gallery, parents will be encouraged to attend. The next scheduled art show will be Saturday, April 1st Artist Mr. Ferguson will display his artwork, reception will be Saturday, April 15th Discussion came up if a ladder is available to assist in hanging artwork. Ladder is available ask for Kevin.

8. Updates

- I. Quinebaug Valley Community College:
 - a. March 9th All Gallery Celebration: QVCC's Loos gallery will not be participating due to an injury. Galleries to participate in celebrating Women's History month include PAC Corridor Gallery and Silver Circle Gallery.
 - b. March 16th, 5pm PAC Gallery: previously reported under old business.

A brief discussion took place on agenda items to focus on after the festival, Scholarships, bus trip, etc.

9. Public

Participation

None

10. Adjournment*

Karen motioned to adjourn, seconded by Laura, ayes have it, motion approved. Meeting adjourned at 6:50 pm.

*Vote Required

Putnam Fine Arts & Crafts Festival

Committee	Tasks	Notes
Call for Artists		
David Beth	Call for Art Vendors ~~Content~~ Reply Letters Outreach Jury	Artist groups & individuals
Advertising		
Jamie Laura Beth	Call for Artists Festival Radio Newspaper Packet for Sponsor/Donors Signage, Badges Day-Of Social Media Website ~~Logo~~ Flyers	WINY, others? Local, southern MA, RI Describe benefits for donations. Facebook, Instagram
Exhibitor Guide		
Beth Karen	Instructions ~~Acceptance Policy~~ Booth Layout Contact Info Tax Info Town Info, Food/Shops	Check in process, hours for set up, hours of event, Include a map, Artist Name/Artist Media Instructions for CT tax permit
Volunteers		
Laura Karen	Outreach Registration Artist Set Up/ Break Down Parking & Signage Water Drop Off/Misc. Marking Booth Placement	
Town/Accounting		
Carly	~~Trash Receptacles~~ ~~Insurance~~ ~~Bathrooms~~ Tables, Chairs, Tents Application, Booth, Vendor Fees	
Food		
Karen	Vendors Menus	Main St. Gelato, Kettle Corn
Music		
Julie	Musician Agreement Payment Stage Set-Up	