

Town of Putnam	
Arts Council	
Community Room 112	
Monday, March 27 th , 5:30 PM	
Join Zoom Meeting:	
https://us06web.zoom.us/j/87127134568?pwd=OGxhNjM0TINGSDJCOExKSDdxdC83UT09	
Meeting ID: 871 2713 4568	
Passcode: 9USxYH	
1. Roll Call	
2. Approval of Meeting Minutes*	
	i. March 13 th
3. Reporting of Expenditures	
4. New Business	
	i. Mission Statement
	ii. Arts Council Logo
	iii. Sponsorship
	iv. Next Events/Projects
	a. Walktober
	v. Fine Arts and Crafts Festival
	a. Marketing Strategy
	1. Advertising Quotes
	2. Facebook Boosts
	3. Discover Putnam
	b. Booth Questions:
	1. PAC Members
	2. Emerging artists
	3. Non-profits
	c. Volunteer Schedule
5. Old Business	
	i. Corridor Gallery
	a. Jerry Ferguson, 94-year-old Putnam artist
	ii. Email List
	a. Media Contacts
	b. Artist Database
	c. Art Organization Database
6. Updates	
	i. HERstory Exhibit
	a. Silver Circle Gallery, March 30 th at 5pm
	ii. Outside the Box
	a. Silver Circle Gallery, April 15 th from 12pm – 3pm
	b. Silver Circle Gallery, April 30 th at 12pm – 2pm
	iii. Trash Cans
7. Public Participation	
8. Adjournment*	

2023 MAR 23 P 4: 12

Quarantine

TOWN OF PUTNAM CT

*Vote Required

Town of Putnam

Arts Council – Meeting Minutes

Community Room 112
Monday, March 13th, 5:30 PM

TOWN CLERK - PUTNAM CT


2023 MAR 16 P 12:48

Join Zoom Meeting:
<https://us06web.zoom.us/j/83200850352?pwd=NjNyNHZjbVBXQk9uQ3pkck1XK1lxQT09>

Meeting ID: 832 0085 0352

Passcode: 52w28u

1. Roll Call

Chairman opened the meeting at 5:31pm
ECD Director Carly DeLuca, Chair David Sullivan, Vice-Chair Laura Moorehead, Beth Johnston, Elaine Turner, and Julie Reid.
Zoom attendees: Kat Dunton Farnsworth, Jamie Soroka and Jackie Lefevre.
Absent: Karen Osbrey and Anthony Foronda.
2. Approval of Meeting Minutes*

i. February 27th: Laura motioned to approve the February 27th meeting minutes, seconded by Elaine, motion passed.
3. Reporting of Expenditures

Expenditures were reviewed. Western States Arts Federation expenditure went through.
4. Communications

Laura reported the opening at Loos Gallery went well and was well attended.

 - i. Email List: Two excel spreadsheets are being developed: one combines all lists, the other is for contacting artists and artist groups for the festival.
5. New Business
 - i. Fine Arts and Crafts Festival
 - a. Call for Artists: 10 applications received to date. Discussion ensued on booth images. Wording is clear enough on the application concerning booth images. Question was brought up, should booth sharing be encouraged? Consensus was yes.
 - b. Advertising/Marketing Plan: Laura reported Facebook and Instagram have been utilized. Chase Graphics to print 100 posters to be displayed at various locations. Upon discussion, ads should begin shortly in major publications ie. The Bulletin, Providence Journal, in addition to local papers, websites and WINY Radio. Pricing options to

be gathered. Bumper Stickers/Decals – consensus was decals may be the better option, pricing is being researched.

- c. Exhibitor Guide: No update
- d. Volunteers: Karen has a list of volunteers. David reached out to the Woodstock Academy National Honor Society and will have volunteers from the group.
- e. Town/Accounting: ECD Director working with Town Finance Department to set up PayPal account.
- f. Food: Food Trucks, runner to Renee's Bistro and Catering, Listing of local restaurants on website.
- g. Music: Julie has musicians' line-up to play at the event. W-9 forms will be emailed to Julie to pass along to musicians.

Items to add to coming meeting agendas: Discuss changing Arts Council Logo, new back-drop for website, booth fees etc.

- | | | |
|------|----------------------|---|
| ii. | Old Business | None |
| iii. | Updates | None |
| iv. | Public Participation | None |
| v. | Adjournment* | Beth motioned to adjourn, seconded by Laura, ayes have it, motion approved. Meeting adjourned at 6:48 pm. |

*Vote Required

Town of Putnam

Expenditure Report with Detail Options

Account Mask: 1005444995825010140 Fiscal Year: 2022-2023 From Date: 7/1/2022 To Date: 3/23/2023
 Account Number / Description Detail Info: Transactions Only ☐ Exclude PR encumbrance ☐ Include pre encumbrance ☐ Print accounts with zero balance
 General Fund FUND Expended PTD Original Budget Amended Budget Expended YTD Encumbered YTD Unexpended Bal % Used

1005 44.4499.58250.10140 / Arts Council

Transaction Detail				Invoice Number	PO Number	Group ID	Description	Vendor	Amount	Journal Type
Date	Entry	Check Number	Chk Date	Deposit No.						
03/07/23	3624	192109	03/07/23	0			Arts Council - Reimbursement fo	Laura Moorehead	\$27.65	Accounts Payable
02/14/23	3378	0		0			Carly PCard, WESTAF, artist ap		\$475.00	Adjusting
01/10/23	2882	0		0			Carly PCard, Wix.com, website fi		\$204.19	Adjusting
Total For General Fund									\$706.84	
Detail Total:									\$706.84	
									\$0.00	
									\$493.16	
										58.90%

Town of Putnam

General Ledger - On Demand Report

Fiscal Year: 2022-2023

From Date: 7/1/2022 To Date: 3/23/2023

Account Mask: 287200000049100????

Account Type: All

☐ Print accounts with zero balance

☒ Print Detail

☐ Include Inactive Accounts

☐ Filter Encumbrance Detail by Date Range

☐ Include PreEncumbrance

Account Number / Description

2872.00.0000.49100.00000

Interfund Transfers

Transaction Detail (Standard)

Reference Number: 3449

Requisition Number: 0

PO/Ship Number: 0

Description: to reinstate the Art Council fund. Per BOF approval 2/27 79989.mbenway

Name

79989.mbenway

FUND: 2872

Budget	Range To Date	YTD	Balance	Encumbrance	% Remaining Bud
\$0.00	(\$3,398.70)	(\$3,398.70)	\$3,398.70	\$0.00	\$3,398.70

0.00%

Journal	Amount
Adjusting	-\$3,398.70
Detail Total:	-\$3,398.70
	\$3,398.70

Mission Statement

March 27, 2023

The Putnam Arts Council (PAC) is an appointed council of electors comprised of citizen artists, educators, and art enthusiasts.

The mission of the PAC is to grow and support the creative sector in Greater Putnam to the benefit of a healthier, stronger community and more whole and sustainable economy.

The PAC will achieve its mission by:

- Promoting the arts community.
- Supporting local artists of all media.
- Pursuing ways to create a more artistically vibrant area.
- Celebrating the creative community as an economic force.
- Educating on the benefits of the creative sector.
- Increasing access to the arts for the Putnam community.

The PAC will also serve as a liaison between the arts and businesses, government, and educational institutions.

We believe that by following the mission and the steps laid out we will enhance cultural development, quality of life, and the economic vitality of Putnam.



PUTNAM ARTS COUNCIL

Memo

To: Putnam Arts Council

From: Jackie Lefevre, ECD Admin. Assistant

RE: Advertisements Cost and Availability Summary for
Putnam Fine Arts and Crafts Festival

Samples will be provided at Monday, March 27, 2023 meeting

Publication name	Ad Availability
Providence Journal	Print and online – 14 days. Starting at \$ 122.86
Hartford Current	Online blast 7 days Starting at \$ 450
The Bulletin	Print – 2 weeks Starting at \$ 138.96 Online and print for 7 days Starting at \$ 44
The Day	Google Display Ad –\$ 500 would encompass a large circle on the map which encompasses area from NECT south through Union, Willimantic Franklin, East Lyme ; East into Foster, Glocester, and Richmond RI; North to Holland, MA, Southbridge, Sturbridge. If we wish to include Hartford and Worcester cost is \$ 800. The ad would start the week of May 22 nd and run until June 18th

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 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	

Putnam Fine Arts & Crafts Festival

2023

Expenses		
Wix	\$	200
CaFe	\$	500
Restroomns	\$	400
Advertising		
WINY	\$	300
Providence Journal	\$	300
Hartford Courant	\$	300
New London Day	\$	300
Worcester T&G	\$	300
Musician	\$	1,200
Printing		
Posters	\$	500
Lawn Signs	\$	300
Decal Stickers	\$	300
Putnam Police Department	\$	800
total		\$ 5,700

Revenue	
Artist Fee	\$ 5,000
Application Fee	\$ 400
Sponsorship	\$ 1,500
Vendor Fee	\$ 400
Chase Graphics Balance	\$ 400
total \$ 7,700	

Revenue - Expenses	\$ 2,000
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Static:

Application Fee	\$	8.00
Booth Fee	\$	100.00
# of Artists		50
# 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)		

Musicians:	W9
Mike Silva	x
Leo Tremblay	x

Staging Options:

Complex rizers

12 x 16 stage	\$	800.00
4 x 8 clips		
with/without stairs		
Steve White		

Volunteer Schedule & Assignments

Date	Time (3 hr shifts)	Tasks	#
6/16/2023	10:00am - 1:00pm	Spray paint booth placement on lawn Put together artist packets	10

6/17/2023	7:00am - 10:00am	Help artists unload, direct parking	20
	10:00am - 1:00pm		
	1:00pm - 3:00pm		
	3:00pm - 6:00pm	Clean up	10

6/18/2023	9:00am - 10:00pm		10
	10:00am - 1:00pm		
	1:00pm - 3:00pm		
	3:00pm - 6:00pm	Clean up	10

Help includes:

Answering artists' questions

Watching booths for artists to take bathroom/food breaks

Distributing water bottles

Getting lunches for artists from Renee's Bistro

Directing parking