

Town of Putnam

Arts Council – Meeting Minutes

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

TOWN CLERK - PUTNAM CT



2023 MAR 31 P 12: 26

Join Zoom Meeting:

<https://llus06web.zoom.us/j/87127134568?pwd=OGxhNjM0TGNGSDJCOExKSDdxdC83UT09>

Meeting ID: 871 2713 4568

Passcode: 9USxyH

Chairman opened the meeting at 5:33pm

1. Roll Call

ECD Director Carly DeLuca, Chair David Sullivan, Vice-Chair Laura Moorehead, Beth Johnston, Karen Osbrey, Julie Reid Kat Dunton Farnsworth, and Jamie Soroka. Zoom attendee Jackie Lefevre. Town Administrator Elaine Sistare and Alla Markelova attended as guests.
Absent: Elaine Turner and Anthony Foronda.
2. Approval of Meeting Minutes*
 - i. March 13th: Laura motioned to approve the March 13th meeting minutes, seconded by Jamie, motion passed.
3. Reporting of Expenditures

Expenditures were reviewed. Carly reported \$ 100 was expended, against the Chase credit, for event posters, bringing the credit balance to \$ 379.78.
4. New Business
 - i. Mission Statement: Sample mission statement was provided. Discussion ensued. David to re-word and present at the next regular meeting in one month from now.
 - ii. Arts Council Logo: Discussion ensued. Laura to rework the logo and revisit at the next meeting. The Town Administrator added it would be courtesy to present the final selection of logo to the Board of Selectmen.
 - iii. Sponsorship: Discussion ensued. Consensus is to focus first on a sponsor for the festival. Later to focus on annual sponsors and discussed tiered type sponsorships.
 - iv. Next Events/Projects: Discussion on future events ensued.
 - a. Walktober: Should we host a single art walk focusing on the Bradley Theatre, or several walks be created? Carly to contact Bradley. Other events/projects discussed were scholarships, grants to local art related businesses and bus trips.
 - v. Fine Arts and Crafts Festival
 - a. Marketing Strategy:
 1. Advertising Quotes: Carly and Laura reported on quotes found online from the Courant, The Bulletin-publication and online, Providence Journal. Laura reported on the Zoom meeting held with The New London Day Publication.

Suggestion for ad in The Day, to have an earlier start and not run so late. Suggestion to advertise with The Day for attendees and advertise with either Providence Journal/The Bulletin for a Call to Artists. Further information to be gathered and brought back to the next meeting.

2. Facebook Boosts: 23 Artists have responded. Beth did a boost ad. 180 interested, 10 going. Beth expended. \$ 30 from her own funds for the first Facebook Boost. Discussed addition to marketing strategy.
3. Discover Putnam: Karen reported Discover Putnam has provided permission to advertise on the website for the festival.

b. Booth Questions:

1. PAC Members: For PAC members who may have a booth at the festival, the waiving of the booth fee is being considered. Upon discussion, the decision may depend upon the number of volunteer hours a member has completed. The agenda item was tabled to research questions that arose around conflict of interest because funds stem from taxpayer funds.
2. Emerging Artists: Discussion ensued on how to define an emerging artist. One definition may be defined anywhere from 3 years or less of creating professionally. The application requires artists to have a CT sales tax number and some way to accept funds for their sales at the festival. An application will be reviewed at the next meeting.
3. Non-profits: Discussion ensued on considering the non-profit booth cost at \$ 250. Laura brought forth a potential trade as proposed by Last Green Valley for them to have a booth and trade to list us in their Explore Guide. The level would be a 50- word description for 1 year, for \$ 100. Discussion ensued. Laura made a motion to allow non-profits, only 10% as compared with the number of artists, to pay a \$ 100 booth fee, Beth seconded, motion passed.
4. Volunteer Schedule: not discussed

5. Old Business

- i. Corridor Gallery:
 - a. Jerry Ferguson, 94-year-old Putnam artist: Taking down existing student art on Friday, March 31st. Mr. Ferguson's art will go up. The Ferguson reception is scheduled for Saturday, April 15th, 1-3pm. Laura to ask Mr. Ferguson to consider rescheduling his reception due to Silver Circle Gallery is scheduled the same day to celebrate "Women's History Day"
- ii. Email List: David is organizing categories in an excel document. Beth is assisting and adding to the list.
 - a. Media Contacts
 - b. Artist Database

c. Art Organization Database

- 6. Updates
 - i. HERstory Exhibit:
 - a. Silver Circle Gallery: March 30th at 5pm
 - ii. Outside the Box
 - a. Silver Circle Gallery, April 15th from 12 pm -3pm
 - b. Silver Circle Gallery, April 30th at 12pm – 2pm
 - iii. Trash Cans: Carly reported Elaine has completed the cans.

- 7. Public Participation

Alla Markelova introduced information on The School Street Collective at 74 B School Street, Putnam. It is a holistic wellness group with space for art to be displayed. Alla is representing the owner, Ms. Noreen Wallace, who wasn't available to attend. Noreen's vision is to combine healing with art. Suggestions were discussed.

- 8. Adjournment*

Beth motioned to adjourn, seconded by Karen, ayes have it, motion approved. Meeting adjourned at 7: 09 pm.

*Vote Required