

Town of Putnam	
Arts Council	
Community Room 112	
Monday, April 24 th , 5:30 PM	
Join Zoom Meeting: https://us06web.zoom.us/j/88540899516?pwd=ZVVlOUlrUDl0azMzc0xCY2VtVlhuZz09 Meeting ID: 885 4089 9516 Passcode: 2s6Qcv	
1. Roll Call	
2. Approval of Meeting Minutes*	
	i. April 10 th
3. Reporting of Expenditures	
4. New Business	
	i. Mission Statement
	ii. Walktober
	iii. Fine Arts and Crafts Festival a. Applications b. Marketing Strategy c. Exhibitor Guide d. Volunteer Schedule e. Food f. Music
5. Old Business	
	i. Corridor Gallery a. Gerry Ferguson – April 15th b. Steve Veilleux photography – July-September
	ii. Email List
6. Updates	
	i. Silver Circle Gallery a. Outside the Box – April 30th 12pm-2pm
	iii. Northeast CT Poets Laureate a. Putnam Public Library – April 22nd at 1pm
7. Public Participation	
8. Adjournment	

*Vote Required

Town of Putnam	
Arts Council	
Community Room 112	
Monday, April 10 th , 5:30 PM	
Join Zoom Meeting: https://us06web.zoom.us/j/83929798153?pwd=WUZaVWhRR1RaQmdRL1dxMFVmQStLdz09 Meeting ID: 839 2979 8153 Passcode: 2Jh332	
1. Roll Call	Chairman opened meeting at 5:45pm. ECD Director Carly DeLuca, Chair David Sullivan, Vice-Chair Laura Moorehead, Beth Johnston, Julie Reid, and Jamie Soroka. Zoom attendee Jackie Lefevre. Absent: Karen Osbrey, Kat Dunton Farnsworth, Elaine Turner, and Anthony Foronda.
2. Approval of Meeting Minutes*	
	i. March 27 th Laura motioned to approve the March 27 th meeting minutes. Seconded by Jamie. Motion passed.
3. Reporting of Expenditures	
4. New Business	
	i. Fine Arts and Crafts Festival a. New Applications: 29 received to date. i. Emerging Artists: reviewed the application. All agreed the application was complete. ii. Nonprofits b. Jurying Process*: 18 applications have been juried so far. David and Beth will invite the two top scores immediately to secure them for the festival. Some vendors that were not specifically art related have applied. Discussion took place on allowing a tea vendor into the festival. David read their artist statement. Laura motioned to approve the tea vendor. Julie seconded. Beth abstained. Ayes have it, motion passed. c. Entrance Fee: Jamie asked a jeweler to attend the festival. The jeweler had concerns about theft and that maybe an entrance fee would alleviate that. Discussion took place and the Council decided it was too late to have an entrance fee but to consider it for next year. Fencing options were discussed. Carly to ask Willie about fencing owned by the Town Rec Department. d. Budget e. Marketing Strategy: Marketing attachments created by Beth were circulated. The Council agreed that paid marketing in a 40-mile radius was the best idea. Discussion took place on whether lawn signs were needed, especially at the price point. Council members agreed that we would put off this decision until more funds could be secured. f. Exhibitor Guide: Being worked on by Julie and Karen g. Volunteer Schedule: Reviewed. Suggested that the open time for setting up on that Friday be longer with more volunteers. h. Food i. Music: Staging options were discussed. Julie asked for the musicians to have a tent over their staging area.
5. Old Business	
6. Public Participation	
7. Adjournment*	Jamie made a motion to adjourn at 6:45pm.

TOWN CLERK - PUTNAM CT

 2023 APR 11 P 4: 29

Putnam Arts Council Mission:

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.

Vision:

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.

Rules and Obligations:

- The Putnam Arts Council will follow those rules and regulations as laid out in the Putnam Town Charter
- The Putnam Arts Council (PAC) is an appointed council of electors composed of citizen artists, educators, and art enthusiasts.
- The term of appointment of each member is 5 years. All members shall serve until their successor has been appointed.
- In January of each year the PAC shall elect a Chair-person and Vice-Chair Person for the calendar year.
- Members who are not fulfilling their obligations to the PAC may be asked to step down from their position and/or recommended for removal to the Mayor and Board of selectman due to their lack of performance of an official duty

Member Obligations:

- Members are expected to attend and participate in both monthly and special meetings.
- Members are expected to miss no more than 4 or ¼ of meetings whichever is fewer per calendar year.
- Expected to participate and volunteer in PAC sponsored events outside of meetings
- Promote the creative industry of all venues not only those mediums and organizations of which the member is involved.
- Members are expected to engage with and support the creative sector in Putnam
- Members should believe in and support the PAC Mission statement

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 Signage, Badges Day-Of Social Media Website Logo Flyers	WINY, others? Local, southern MA, RI 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 Fair

	First	Last	Discipline	Business Name	Status	Paid?
1	Jennifer	Atwood	Drawing		Applied	
2	Anita	Bevans	Jewelry		Invited	
3	Jeffrey	Blazejovsky	Painting		Invited	
4	Real	Carpentier	Paper		Invited	x
5	Alison	Ciarlante	Painting		Applied	
6	Matthew	Finger	Mixed Media		Invited	
7	Kristin	Fischer	Jewelry		Applied	
8	Deborah	Ginter	Ceramics		Applied	
9	Marc	Glaude	Other		Applied	
10	Gary	Gosselin	Woodworking		Invited	
11	Lisa	Hayden	Painting	Melted Theory Art	Invited	x
12	Richard	Huoppi	Other		Applied	
13	Beth	Johnston	Painting		Invited	
14	Julia	Kneeland	Other		Applied	
15	Heidi	LaFlesh	Jewelry		Applied	
16	Jennifer	LaRosa Hicks	Jewelry		Invited	
17	Pamela	Lee	Painting		Applied	
18	Pamela	Lee	Fiber		Applied	
19	Anna	Mancini	Jewelry		Applied	
20	Rhiannon	Mancini Satalino	Other	The Nomads Garden Tea Co	Invited	x
21	Alla	Markelova	Painting		Applied	
22	Dan	Merlo	Woodworking		Invited	
23	Kathleen	Mittan	Painting	K Mittan Fine Art	Invited	x
24	Laura	Moorehead	Painting		Invited	
25	Jamie	Muller	Painting		Invited	x
26	Nancy	Nielsen	Photography		Invited	x
27	Jeffrey	Payette	Photography		Invited	x
28	Louise	Pigott	Painting		Invited	
29	Betsy	Reid	Folk-art		Applied	
30	Patty	Rossignol	Mixed Media		Applied	
31	Jeremy	Schilling	Painting		Invited	x
32	Grace	Schultz	Fiber		Applied	
33	Frances	Scullin	Jewelry		Applied	
34	Mackenzie	Silk	Painting		Applied	
35	Sherri	Snyder	Painting		Invited	
36	Dennis	Stuart	Painting		Invited	
37	David	Sullivan	Ceramics		Invited	
38	Deb	Terilli	Jewelry	Deb's Designs	Invited	x

Volunteer Schedule & Assignments

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

6/17/2023 Saturday	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 Sunday	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

Marketing Plan

			Cost		Timeline							
Online Ads			4/10	4/17	4/24	5/1	5/8	5/15	5/29	6/5	6/12	6/17
Facebook Ads			\$	170								
Facebook Event Boost			\$	120								
Instagram Ads			\$	75								
Online Ads												
Google Ads												
Purchase			\$	510								
Run			\$	-								
Event			\$	89								
Radio												
WINY			\$	250								
WINY Interview			\$	-								
Print Ads												
Valley Breeze			\$	336								
Stonebridge Press			\$	350								
Total			\$	1,900								

Putnam Fine Arts & Crafts Festival

2023

Expenses		
Wix	\$	200
CaFe	\$	500
Restroomns	\$	400
Advertising	\$	1,900
Musician	\$	1,200
Printing	\$	500
Putnam Police Department	\$	800
total		\$ 5,500

Revenue	
Artist Fee	\$ 5,000
Application Fee	\$ 400
Sponsorship	\$ -
Vendor Fee	\$ 400
total \$ 5,800	

Revenue - Expenses	\$ 300
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Static	
Application Fee	\$ 8.00
Booth Fee	\$ 100.00
# of Artists	50
# of Vendors	4

Arts Fine Arts & Crafts Festival

Booth Payments

Date: April 17, 2023

Deposit to Account # 2872.41.4173.44867. Arts Council Revenues

	Name:	Company: (if different)	Amount:
1	Real Carpentier		\$96.02
2	Jamie Muller		\$96.02
3	Jeffrey Payette		\$96.02
4	Rhiannon Mancini Satalino	The Nomads Garden Tea Co	\$96.02
5	Deb Terrilli	Debs Designs	\$96.02
6	Lisa Hayden	Melted Theory Art	\$96.02
7	Jeremy Schilling		\$96.02
8	Nancy Nielsen		\$96.02
9	Kathleen Mittan	K Mittan Fine Art	\$96.02
		Total:	= \$864.18

Respectfully Submitted by Carly DeLuca

Arts Fine Arts & Crafts Festival

Application Fees

Date: April 18, 2023

Deposit to Account # 2872.41.4173.44867. Arts Council Revenues

Check Number: 40215

WESTAF Payments To Date:

3/15/23	\$19.34
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4/18/23	\$222.41
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Total Payment:	\$241.75
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WESTAF – Western States Arts Federation

\$10 application fee per artist.

“Financial Transaction Fee” of 3.25%

Artists Fees Collected to Date: 25

Respectfully Submitted by Carly DeLuca

The Putnam Area Foundation, Inc.
P.O. Box 166 Putnam, Connecticut 06260

Thank you for your interest in The Putnam Area Foundation. This document will provide you with the instructions and application form necessary for your non-profit organization to submit a grant request.

The Putnam Area Foundation, Inc. is a charitable organization with a commitment to the greater Putnam geographical area. Its purpose is to enhance the quality of life in the community where we live and work.

The Foundation supports cultural, educational, health, housing, social services, and other charitable organizations that seek to improve the quality of life in the community. To apply, please complete the attached application and return it, accompanied by the documentation outlined below, to the address indicated.

We at The Putnam Area Foundation, Inc. are proud to have the opportunity to invest in organizations that make our communities better places to work and live. Please accept our best wishes for success in your charitable endeavors.

Very truly yours,

Thomas A. Borner President

The Putnam Area Foundation, Inc.

The Putnam Area Foundation' Inc. reviews grant requests on an intermittent schedule. One copy of the completed grant request form with an original signature and all supporting documents must be submitted to be considered. Any awards will be documented in writing; please don't anticipate an award based on oral communication, past qualification or any other reason than a written award notification.

Application Checklist

In order for your grant request to be considered, the following supporting information and documents must be attached to your grant application:

- A copy of the IRS letter documenting the 501(c)(3) status of your organization
- The mission statement of your organization
- A list of your board of directors with their affiliations
- A complete budget for the project for which you are requesting funding
- The current annual operating budget for your organization
- Audited financial statements of the previous year's activities
- Your most recent annual report
- A copy of your current Form 990 report

If any of the above documents are unavailable or inapplicable, please note the reason on the Grant Application form.

The Putnam Area Foundation, Inc. Grant Application

Please complete the following information and return it with the requested supporting documents to:

The Putnam Area Foundation, Inc.
c/o Thomas A. Borner, President
P.O. Box 166 Putnam, CT 06260

General Information

Name of Organization: Putnam Arts Council

Mailing Address: 200 School St., Putnam CT 0626

Contact Name: Carly DeLuca

Title: Director of Economic & Community Development

Phone (860) 963-6800 ext. 200

When did your organization start? 2009



Please provide a brief description of the purpose, size, history, and mission of your organization.

The mission of the Putnam Arts Council is to increase, support, and promote cultural development and access to the arts, culture, and heritage in order to enhance the quality of life and economic vitality of Putnam. The PAC was created in 2009 when the mayor noticed a need for organized art promotion in Putnam. Since its inception, the PAC has worked to increase citizen connection to the arts through various initiatives. The PAC has conducted bus trips to local museums, granted scholarships for students, and most recently created a sculpture walk event with the help of the Department of Parks and Recreation. This had a transformative effect on the Putnam Downtown area. The PAC is preparing for its biggest event to date—a Fine Arts & Crafts Festival. This will be a fantastic weekend of community and artistry. We are looking for financial support from foundations, such as yours, to ensure this first year sets the tone for a long history of successful festivals.

Grant Request

Amount requested: \$1,500. Total project budget (please attach detail): \$5,500.

Please provide a brief description of the project for which you are requesting funds.

The PAC is requesting funds to ensure advertising needs are met for this Festival. This being the first year of the Festival, marketing is a major deciding factor in the level of success the festival reaches. After hours of research from Council members and meetings with advertising agencies, a strategic marketing plan has been created for maximum engagement with our area (please see attached). We are looking to offset some of these costs with your donation to the Festival.

Proposed starting date of project: Project preparation began in July 2022.

Proposed completion date: The event will take place June 17th and 18th.

Other Sources of Funding

Please provide information about other public or private organizations that have provided significant charitable contributions to your organization during the past year.

Name of Contributing Organization

Amount of Contribution

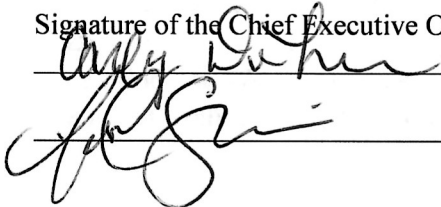
N/A

Approval of Chief Executive Officer

The organization named above will act as the responsible fiscal agent for any funds which might be received and will comply with applicable tax laws, regulations, and The Putnam Bank Foundation's policies as they may change from time to time. We understand that The Putnam Bank Foundation requires periodic program and financial expenditure reports from grant recipients and may request the opportunity to visit your programs for the purpose of project evaluation. You agree to cooperate in any project evaluations that may take place.

Signature of the Chief Executive Officer

Date



4/14/23
4/14/23

Name of Chief Executive Officer

Title

Carly DeLuca
David Sullivan

Director of Economic & Community Development
Chairman, Putnam Arts Council