Town of Putnam	
Arts Council – Meeting Minutes	
Meeting Room 109	
Monday, May 08, 5:30 PM	
Join Zoom Meeting: https://us06web.zoom.us/j/88540800516?pwd=ZVViOUlrUDiOazMxc0xCY2VtVlhuZz09	
	Chairman opened the meeting at 5:46pm
1. Roll Call	ECD Director Carly DeLuca, Chair David Sullivan, Karen Osbrey, Beth Johnston, Julie Reid, and Jamie Soroka. Zoom attendees: Vice-Chair Laura Moorehead, Elaine Turner, and Jackie Lefevre. Absent: Anthony Foronda
2. Approval of Meeting Minutes*	i. April 10th: Julie motioned to approve the April 10th meeting minutes, seconded by Beth, motion passed.
3. Reporting of Expenditures	i. ECD Director reported we have received two payments from WESTAF for application fees and 25 booth fees as reflected in attachments.
4. New Business	i. Mission Statement: The mission statement was reviewed. Discussion took place on whether to use the phrasing "Greater" Putnam. It was decided to move the term "Greater" to the bullet point to read as follows, "Increasing access to the arts for the Greater Putnam community". Jamie motioned to approve the mission statement with this change. Motion was seconded by Karen. All ayes, motion passed. ii. Walktober: no update. iii. Fine Arts and Crafts Festival a. Applications: 49 received to date. All applications have been accepted. b. Sponsorship: ECD Director reported check from Putnam Area Foundation has been deposited into Arts Council Revenues Account. Chairman discussed Sawmill Pottery as a sponsor for the event. Dot Burnworth has agreed to have two booths with artwork and pottery demonstrations and pay a sum of $500. All members agreed this was a good use of space. Council reviewed marketing materials from Laura with tiered sponsorship levels. It was decided that the levels should be $1500, $1000, and $500. Council agreed the sponsorship form is not ready for immediate distribution. c. Marketing: Laura and Beth updated the group on their marketing plan. ECD Director noted she received the W9 from Beth for Synergy Media. Beth asked Karen about the frequency/cost of WINY ads. Council discussed lawns signs as a potential marketing strategy. ECD Director called for a round robin for each member to voice if they are in favor of buying lawn signs this year. "Yays" were Beth and Elaine. "Nays" were David, Karen, Julie, Laura, and Jamie. It was

	decided we would not be purchasing lawn signs at that price point this year. d. Exhibitor Guide & Map: The layout of the festival was reviewed. After discussion, it was decided this would work well for the future. Exhibitor Guide is being worked on by Karen and Beth. e. Volunteer Schedule: Schedule was reviewed. Karen suggested that we should only need 3-5 volunteers during most of the Festival. ECD Director to make change. Times when we will need the most volunteers is Friday evening, Saturday morning, and Sunday evening. f. Food: Karen has secured food vendors for Saturday and Sunday. Saturday will be Jim Northridge (hot dog cart) and Main St. Gelato. Sunday will be Jen Coomey with nachos, burgers, soft drinks, and water and Karen has asked Suto and a kettle corn vendor. Artist amenities were discussed. In the morning the community room will be open with coffee and donuts for vendors. Beth suggested we have volunteers walk around to offer water. Karen suggested giving each a bottle of water at registration. David asked if we need to budget for this. Karen will try to get it donated. g. Music: Julie reported on the musical descriptions. ECD Director asked for W9s from all artists. Julie to send out.
5. Old Business	No update
6. Public Participation	No update
7. Adjournment*	Karen motioned to adjourn, seconded by Jamie, ayes have it, motion approved. Meeting adjourned at 6:54 pm.

Vote required*