

Town of Putnam	
Arts Council	
Community Room 112	
Monday, June 26 th , 5:30 PM	
Join Zoom Meeting https://us06web.zoom.us/j/86565224161?pwd=RVVDaUJZSll5cXQzV01lQXltVDdiUT09 Meeting ID: 865 6522 4161 Passcode: 1AJriM	
1. Roll Call	
2. Approval of Meeting Minutes*	
	i. June 12 th
3. Reporting of Expenditures	
4. New Business	
	i. Scholarships and Grants ii. Sponsorship Tiers iii. New Members
5. Old Business	
	i. Fine Arts and Crafts Festival a. Debrief b. Vendor Questionnaire ii. Walktober iii. Corridor Gallery iv. Upcoming Shows
6. Public Participation	
	i. Putnam Pride: A Day of Self Expression
7. Adjournment*	

*Vote Required

Town of Putnam	
Arts Council – Special Meeting Minutes	
Meeting Room 112	
Monday, June 12, 2023, 5:30 PM	
Join Zoom Meeting: http://us06web.zoom.us/j/81493746129?pwd=OTZVNiJmektdGMGVQY3hJeUhh2MGFzZz09	
	Chairman opened the meeting at 5:32pm
1. Roll Call	ECD Director Carly DeLuca, Chair David Sullivan, Vice-Chair Laura Moorehead, Members: Karen Osbrey, Beth Johnston, Julie Reid, Jamie Soroka (via Zoom), and via Zoom Recording Secretary Jackie Lefevre. Absent: Anthony Foronda and Elaine Turner.
2. Approval of Meeting Minutes*	i. May 22nd: Karen motioned to approve the meeting minutes of May 22 nd , as presented, seconded by Laura, motion passed. ii. June 5 th : Karen motioned to approve the meeting minutes of June 5 th , as presented, seconded by Beth, motioned passed.
3. Reporting of Expenditures	Carly reported the original cost for Recreation personnel has been revised to \$ 1,250.
4. New Business	i. Fine Arts and Crafts Festival a. Accepted Artists: 44 have been confirmed. An additional artist backed out for a total of two. A refund was asked for but the policy showed a deadline of 6/1. Beth to send out a final reminder email to ask for insurance certificates to those who haven't submitted. b. Registration: Registration will be Friday afternoon, June 16 th and Saturday morning June 17 th . Carly brought samples of name tags. Should there be a sign-up sheet to gain emails from patrons? Carly to print out signs, agreements, and maps. c. Timeline: A revised timeline sheet was reviewed. Carly to email a final timeline sheet, if revisions are necessary, prior to the event start. d. Marketing: Laura reported signage will be ready by Thursday. A "thank you" should be added for Chase Graphics and Putnam Business Association for letting us use their weights. e. Exhibitor Guide: no update f. Green Map: Carly to print two versions, one by booth number, one by last name. g. Volunteers: Young Marines have volunteered to assist vendors unloading and set up on Saturday morning. 10 garbage cans will be utilized at the event. Electricity to be available for musicians and demonstrations only. h. Exit Survey: Chair David is finalizing. Questions will be, "How did you hear about the event?", "What did you think of the layout of the event?" Please list any comments/suggestions you think may be helpful for the event. These surveys will be available at the registration table, and via QR code on a sheet of paper. David to print out
5. Old Business	ii. Corridor Gallery: Laura reported, current display to be taken down Tuesday, June 27 th ; artist Steve Veilleaux display will be up on Thursday, June 29 th ; reception suggested for Saturday, July 15, still to be finalized. iii. Walktober: manager of Bradley Playhouse suggested Monday or a Wednesday to host the walk at the Bradley. Upon discussion, it was decided a Thursday would be better due to it being closer to the weekend. Time to be determined.
6. Public Participation	None
7. Adjournment*	Beth motioned to adjourn, seconded by Karen, ayes have it, motion approved. The meeting adjourned at 6:20pm.

Putnam Fine Arts & Crafts Festival
2023 - Actual

Expenses		
Wix	\$	204
CaFe	\$	475
Maintenance/Recreation	\$	1,224
Advertising	\$	361
Musician	\$	1,200
Chubby Dog	\$	586
Printing	\$	-
Banners	\$	270
Misc.		
total		\$ 4,320

Revenue		
Artist Fee	\$	3,854
Application Fee	\$	368
Sponsorship		
PAF	\$	1,500
Art Guild	\$	1,000
Sawmill Pottery	\$	500
Byrnes Agency	\$	1,500
total		\$ 8,722

2872 (special fund)	\$	3,055
1005 (town line item)	\$	679
	\$	3,734

Revenue - Expenses	\$ 4,402
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SPONSORED BY



PUTNAM ARTS COUNCIL

SPONSORSHIP OPPORTUNITIES

FINE ARTS & CRAFTS FESTIVAL: The Putnam Arts Council (PAC) is pleased to announce it will be hosting the first annual Putnam Fine Arts and Crafts Festival on June 17th and 18th, 2023, 10am-4pm each day. The PAC is excited to add this event to the list of events and arts for which Putnam is known. It will bring local communities together for a day of art, music, and fun as well as being close to the wonderful restaurants and businesses in the downtown area. The festival will take place at the Putnam Municipal Complex, 200 School Street, and will feature a diverse range of artists and performers from the local community and beyond. Attendees can expect to see a variety of mediums including paintings, pottery, photography, and others. Additionally, there will be live music throughout the day.

YOUR SPONSORSHIP: 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.

Thank you for supporting the Arts!

Da Vinci	\$1,500	Listing on posters at event Logo on our website Promotion on social media Logo featured prominently on all printed advertising materials
Rembrandt	\$1,000	Listing on posters at event Logo listed on printed advertising materials
van Gogh	\$500	Listing on posters at event Name listed on printed advertising materials
Monet	\$250	Listing on posters at event

Please respond by June 1, 2023. Send your high resolution (pdf or jpg) logo to: LMoorehead376@gmail.com.

Questions? Call Carly DeLuca at (860) 963-6800 ext. 200.

Make checks payable to: Putnam Arts Council, 200 School Street, Putnam, CT 06260.

Business Name _____

Address _____

Phone _____ Email _____

Signature _____ Date _____

Festival Debrief

1. How can we make our planning process more successful?
 - a. When should we start preparing for the festival?
2. How are we measuring success? Anecdotal evidence, number of attendees, number of sales made, etc.
 - a. How can we count attendance?
 - b. How can we track vendor sales?
3. What were our strengths?
 - a. Vendor consciousness (indoor bathrooms, free coffee/pastries, offering vendors lunch, offering water bottles, helping unload/load vehicles)
4. What were our weaknesses?
 - a. Parking—how can we increase parking options for the future? How much would a shuttle service be and to where?
5. What do you think were the opinions of attendees?
6. Budget:
 - a. Did we account for all expenses?
 - i. Forgot about coffee/pastries,
 - b. Where should we increase our budget?
 - i. Should we purchase our own tents, garden carts?
 - c. Where should we minimize our budget?
7. Marketing:
 - a. How much of an effect did marketing have on the outcome of patrons?
 - b. How much of an effect did marketing have on the outcome of artist applications?
8. Did we do enough to recognize our sponsors?
9. Volunteer recognition
 - a. How many volunteers do we need?
10. Do we need Recreation Dept. workers for the whole day?
 - a. What is the number of hours we need?
11. Should we pay for overnight security for both nights?
12. Was the layout sufficient and easy to navigate?
13. Should we keep the same date for upcoming years?
14. What should be included in the “information booth”?

15. How can we have people sign the insurance agreement before paying the application fee?
16. Is the application fee at a good price point?
17. How did the Arts Council members do during the event?
 - a. Were there times we could have been more/less helpful?



Anonymous Art Festival Questionnaire:

1. How did you find out about this event?
2. How would you rate your overall experience at the art festival? (1-10) Did the festival meet your expectations as an artist?
3. Was the festival staff helpful and responsive to your needs?
4. Were you satisfied with the organization and setup of the festival?
5. What are your thoughts about the marketing/ advertising of this art festival? Did you receive enough communication before and during the festival?
6. How was the attendance and engagement from the public? What did you enjoy most about the festival?
7. What did you find to be the biggest challenge or downside of the festival?
8. Is there anything you would suggest to improve the festival for future artists?
9. Would you be willing to share how well did at this art festival? What was your media? How many pieces did you sell? What was the total dollar amount sold?
10. Would you consider participating in the Second Annual Putnam CT Fine Arts and Crafts Festival?
11. Is there anything else you would like to share about your experience at the festival?
12. Thank you for taking the time to provide us with your feedback. Your insights are valuable and will help us improve future events.



Walktober *at the Bradley Playhouse*

Sign up for a tour of Putnam's historic theatre.
Learn about costumes, lighting, and hear from
the actors themselves!

September 21st, 6pm ★ *30 Front Street*

Email putnamctartscouncil@gmail.com to register.

FOR IMMEDIATE RELEASE

Please find below information on an upcoming event in Putnam, CT. Provided are 3 different lengths of information on the same event so you can choose which/how many you can print. Additional information/photos/personal interviews are available by contacting Laura Moorehead at 860-315-3315 or LMoorehead376@gmail.com.

SHORT CALENDAR ITEM:

“A Cacophony of Greys” Reception - July 13, 2023, 5:00-7:00 pm at The Corridor Gallery at Putnam Municipal Complex, 200 School Street, Putnam, CT. Featuring a series of black and white and monotone photographs by Steve Veilleux. Open to the public at no charge. Free refreshments. Visit www.PutnamCtArtsCouncil.com for more information.

SHORT ARTICLE:

Photography Reception at Putnam Gallery

An Opening Reception for the “A Cacophony of Greys” exhibit, the works of photographer Steve Veilleux, will be held on July 13 from 5:00-7:00pm at The Corridor Gallery at the Putnam Municipal Complex, 200 School Street, Putnam. The show features a series of black and white and monotone photographs based on a poem of the same name.

Steve will welcome visitors and encourages them to interpret what each photograph means, to recognize that in the absence of color, the ear should examine what it hears in the context of the image; to listen to the sounds of the images.

The reception is sponsored by the Putnam Arts Council. Open to the public at no charge. Free refreshments. Visit www.PutnamCtArtsCouncil.com for more information.

LONGER ARTICLE:

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Steve will welcome visitors and encourages them to interpret what a “cacophony of greys” means, to recognize that in the absence of color, the ear should examine what it hears in the context of the image. For Steve, “The sound of silence is the constant chirp of cicada, as I have endured tinnitus for these past several years. Listening to the sound of images within the constant background has provided a new and stimulating perspective on my surroundings.”

Steve is a ten-year resident of North Grosvenordale, Connecticut, where he is an active writer, photographer and artificer. He has been involved First Fridays, Fire and Ice, Fairy Door and Garden exhibits, and served briefly on the Board of Directors for the Empty Spaces Gallery. His photography has been exhibited at the Silver Circle Gallery (Natural Rhythms Exhibit solo show) and in Thompson (Portrait of an Artist). He can be seen regularly at area Poetry venues, and was recently featured at the Rose Room, in Webster, MA, reading from his book, *Event Horizons*. He is a regular reader at the Packing House, (EC-CHAP monthly Talent Showcase), and is part of a group organizing a Spoken Word program under EC-CHAP, contributing again to the spread of the Arts in the area.

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SHORT CALENDAR ITEM:

“A Cacophony of Greys” Exhibit by Steve Veilleux - July 1 - September 30, 2023, The Corridor Gallery at Putnam Municipal Complex, 200 School Street, Putnam, CT. Featuring a series of black and white and monotone photographs. Open to the public at no charge. Visit www.PutnamCtArtsCouncil.com for hours and more information.

SHORT ARTICLE:

Steve Veilleux featured at Putnam Gallery

An art exhibit featuring the works of photographer Steve Veilleux will be on display at The Corridor Gallery at the Putnam Municipal Complex, 200 School Street, Putnam, from July 1 until September 30, 2023. The show, entitled “A Cacophony of Greys” will feature a series of black and white and monotone photographs based on a poem of the same name.

Steve encourages the audience to interpret what each photograph means, to recognize that in the absence of color, the ear should examine what it hears in the context of the image; to listen to the sounds of the images.

The show is sponsored by the Putnam Arts Council. For hours and more information please visit PutnamCtArtsCouncil.com.

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Viewers are encouraged to interpret what a “cacophony of greys” means, to recognize that in the absence of color, the ear should examine what it hears in the context of the image. For Steve, “The sound of silence is the constant chirp of cicada, as I have endured tinnitus for these past several years. Listening to the sound of images within the constant background has provided a new and stimulating perspective on my surroundings.”

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