

Town of Putnam
Arts Council Regularly Scheduled Meeting Agenda
The Putnam Arts Council will hold a regular meeting on
Monday, March 25, 2024, at 5:30pm
In person at Putnam Municipal Complex, 200 School Street, Putnam, CT
Community Room 112 or

via Zoom at

<https://us06web.zoom.us/j/82579599016?pwd=f26wFpZsB9Zj76bvQNJrr6RYbsPA22.1>

Meeting ID: 825 7959 9016

Passcode: 9BCV9r

1. Roll Call:
2. Approval of Meeting Minutes – Special meeting minutes, February 6th and Regular meeting minutes February 26, 2024*
3. New Business:
 - I. Pluck-a-Duck.
 - II. “Freedom of Information Act”- Tuesday, April 23rd, 6pm
 - III. Wings and Wine*
 - IV. Cultural Coalition, “Arts and Culture Means Business”
4. Old Business:
 - I. Art Heist 2024 Wrap Up
 - II. Arts and Crafts Festival 2024
 - i. Sponsorships
 - ii. Budget
 - a. Festival Marketing Budget*
 - b. Other
 - iii. Team Updates:
 - a. Marketing
 - b. Call/Invites
 - a. Early Acceptances
 - b. Non-Traditional Arts/Craft vendors*
 - c. Face Painting
 - d. PAC member booths*
 - c. Music
 - d. Food/Drink
 - iv. Laura Tedeschi Quilt
 - III. Corridor Gallery
 - i. Upcoming Shows/Date Change
5. Public Participation:
6. Adjournment*

* Vote Required

Town of Putnam Arts Council Meeting Minutes

**The Putnam Arts Council held a Special meeting on
Tuesday, February 6, 2024, at 5:30pm
In person at Putnam Municipal Complex, 200 School Street, Putnam, CT
Community Room 113
or via Zoom at**

<https://us06web.zoom.us/j/82696798699?pwd=5vjFXsiZ1twk2bR5pFq3GX1zaGn2Lm.1>

**Meeting ID: 826 9679 8699
Passcode: 6WPTer**

Chair Sullivan called the Special Meeting to order at 5:32pm.

1. Roll Call: Chair David Sullivan, members: Julie Reid, Jamie Soroka, Beth Johnston, Carmine Angelino, Annie Joly, and ECD Administrative Assistant Jackie Lefevre.

Absent: Vice-Chair Laura Moorehead, Member Elaine Turner and ECD Director Mary Ann Chinatti.

2. Revision of Arts Council December 18, 2023, Meeting Minutes: * Chair Sullivan read aloud the memo as provided by ECD Director Chinatti,

"The reason for this Special Meeting is to amend/act to approve the December 2023 minutes as amended.

At the December meeting, the Council voted to authorize the CaFE renewal expenditure in the amount of \$310; however, that action was inadvertently omitted from the minutes of the meeting.

The renewal invoice is due on February 14; it is respectfully requested that the Council approve the December 2023 amended minutes prior to the Department issuing payment for that renewal."

A motion to revise the Dec 18, 2023, minutes to approve the expenditure toward Cafe for \$ 310 by Member Joly, seconded by Member Angelino, motion carried.

3. Adjournment: * Member Johnston motioned to adjourn, seconded by Member Joly, motion carried.

Meeting Adjourned at 5:35pm.

*Vote Required

2024 FEB - 7 A 11: 18
ANNE JOLY
TOWN CLERK - PUTNAM CT

Town of Putnam
Arts Council Meeting Minutes
Regularly Scheduled meeting on
Monday, February 26, 2024, at 5:30pm
In person at Putnam Municipal Complex, 200 School Street, Putnam, CT
Community Room 112 or
Join Zoom Meeting
<https://us06web.zoom.us/j/82472930762?pwd=mNydO2Ez4Zs9N4Ok94mbBEK9K11pyj.1>

Meeting ID: 824 7293 0762
Passcode: 7F8Yaf

Chair opened the meeting at 5:32pm

1. Roll Call: Chair David Sullivan, Vice Chair Laura Moorehead, Council Members: Annie Joly, Julie Reid, Carmine Angeloni, Jamie Soroka, ECD Director Mary Ann Chinatti, and ECD Admin. Assistant Jackie Lefevre.
Member Beth Johnston arrived at 6:15pm
Absent: member Elaine Turner
The chair left at 6:34pm, Vice - Chair finished the meeting.
2. Approval of Meeting Minutes – January 22,2024 & Special Meeting February 6, 2024* Member Soroka motioned to approve both meeting minutes, seconded by Member Reid, Vice-Chair Moorehead abstained, motion carried.
3. New Business:
 - I. Putnam Pride 2024: Chair Sullivan shared Ross Johnson has been working with the Recreation Dept. on the project. The Pride event is scheduled for May 4th, at Rotary Park. Volunteers are welcome to assist with the event.
4. Old Business:
 - I. Art Heist 2024
 - i. Donation and Ticket Sales Update: Donation of art, to date, is 37; and 32 tickets have been sold. Member Moorehead shared former member Karen Osbrey reached out and is donating tiles, from the old train station roof, which have pics painted on. Vice-Chair Moorehead will retrieve them. Member Joly inquired How will the tickets work? There will be a final list of who purchased tickets at door, names will be checked off the list, and numbers that correspond

with the list will be put into a hat, bowl or container. Numbers will be called to take their turn at “heisting” a piece of art. Member Angeloni has volunteered to be emcee for the event.

ii. Task List: a task list was provided in the agenda packet for review. Each member volunteered for a task. Set up will be March 10th around 2pm to provide ample time for set up. The items needed/considered: food, wine, numbered tickets, PA system, microphones, print out flyers on the Art Festival to hand out, tables/way to hang artwork, self-sticking name tags, etc. A basket for the last person that gets called was brought into discussion. Ideas to put in basket are gift cards, wine, anything relating to the theme of “heist”.

iii. Other: Temporary Liquor permit was achieved. It is approved for wine only. Jaime will tag Taylor Brooke on the Arts Council FB website, thanking them for donation of bottles of wine. Any leftover art pieces can be raffled at the festival.

II. Arts and Crafts Festival 2024

i. Sponsorships: Saw- Mill Pottery \$ 500; Byrnes Agency \$ 500; bank Hometown \$ 1,500 and Weise, Hale \$ 250.

ii. Festival Marketing Budget* Laura and Beth to work on budget and present at the March meeting. A question arose regarding signage, Director Chinatti to research and report back.

iii. Subcommittee Updates:

a. Marketing: Member Johnston asked about the deadlines for Bean Soup, the quarterly publication subscription. Jackie to email the answer. Beth inquired about the screen in the downstairs hallway of Complex, Jackie shared the Librarian would need a thumb drive with information to share on screen.

b. Call: There are 36 artists signed up to date. Laura, to reach out to Villager Newspaper, suggests a story be written on the festival, encouraging the call.

c. Music: Julie has the following musicians lined up: Mike Silvia, Neil Russell, Leo Tremblay, Betsy Lestenfelt, Kayla Farnem and Julie and David Reid.

d. Food/Drink: Jaimie. Jackie to email Jamie Vendor Application so she can pass along to Food Truck vendors.

III. Corridor Gallery

a) Laura Salo

a. Take Down March 27, 10 am

b. Raffle- October 2024, to benefit Day Kimball Hospital Oncology Dept.

b) April – June Janet McDonald

a. Reception request Thursday, April 11th

Laura, Julie, Annie, available for reception.

c) July-September Five Senses of a Women (Kathy Guertin, Lisa Andrews, Carolyn Nadue, Karen Reid and Laura Moorehead)

d) October – December Jonathan Fritz

6. Public Participation: None

7. Adjournment* There being no further items for discussion to come before the meeting, motion by Member Johnston, seconded by Member Soroka to adjourn, motion passed. The meeting ended at 7:04 p.m.

*Vote Required

TOWN CLERK - POINAM CT



2024 MAR -6 P 3:18

		Marketing Timeline												Notes			
		2024	2023	Payment	mar	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	
		Cost	Cost	Date													
Paid Marketing																	
Facebook and Instagram Call Ads		40															
Facebook Event Ads		140	120	5/20	20												
Instagram Ads (15 every other week)		75	75	5/20													
Artist Postings - daily		Free	Free														
Facebook Festival Group Posts		Free															
Villager Interview		Free															
Discover Putnum Event (PBA)		Free															Follow up with Cynthia
The Last Green Valley(trade ad for booth \$100)																	PBA loaned bases for signs
Online Ads/calendar																	In Trade for a booth
Google Ads		610	510	6/19													
EventBrite		Free	Free														
WPRI		Free	Free														
Cultural Coalition		Free															Invoice after Campaign completes. Graphics due by 5/25
Radio																	
WINY (twenty 60 sec drivetime, FB, Rockin' Scroll, Bulleting Board, Sneak Peak Live Interview		500	500	6/5													
Print Ads (with online?)																	
Vanilla Bean-Bean Soup		85															Not just Festival \$149
Town Crier		350	350	5/29													
Stonebridge Villager Press																	Articles only in CT
one 2col x 5" 350																	
one 2col x 4" 280																	
one 2col x 5" CT Only \$180																	
Shoppers Guide (one 2col x 6" or two 2col x 3"		206.4	78	5/29													
Valley Breeze *3			336	5/29													Expensive and not sure how much it brought to the festival
Total Paid Marketing																	
		2006.40	1469														
PRINTING (\$1,600 Budget)																	
Chase Graphics (\$650)																	
Update of 2 large banners		100															Put out beginning of may.
Update the large Welcome banner show new sponsors)		50	200														
Posters - 8.5"x11" , 50 and 11"x17" , 25		125	50														Larger at Vanilla Bean, Sawmill, Silver Circle, Complex, Antique Shop, Libraries, Audi

[illegible]