

Town of Putnam
Arts Council Meeting Agenda
Regularly Scheduled meeting on
Monday, July 22, 2024, at 5:30pm
In person at Putnam Municipal Complex, 200 School Street, Putnam, CT
Community Room 112 or
Join Via Zoom:

<https://us06web.zoom.us/j/86506123650?pwd=8CjN51cBH7HYSbfHVAaYRuR9CKYEDx.1>

Meeting ID: 865 0612 3650

Passcode: 8qgcKX

1. Roll Call:
2. Approval of Meeting Minutes – Special Meeting of June 10, 2024*
3. Old Business:
 - I. Arts and Crafts Festival 2024 wrap up/Budget
4. New Business:
 - I. Arts and Crafts Festival 2025
 - II. Scholarships
 - III. Next Projects?
 - IV. Annie Joly Resignation
5. Corridor Gallery
 - I. Upcoming Shows
6. Public Participation:
7. Adjournment*

*Vote Required

Town of Putnam
The Putnam Arts Council Special Meeting Minutes
Monday, June 10, 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/85320982751?pwd=pPAzZ8sYBqcLGlrEpFNB5qga7hWgow.1>

Meeting ID: 853 2098 2751

Passcode: XDyf80

1. Roll Call: Chair David Sullivan, Vice Chair Laura Moorehead, Members: Beth Johnston, Julie Reid, Carmine Angeloni, and Annie Joly.

Absent: Member Elaine Turner

Recording Secretary: EDC Admin. Assistant Jackie Lefevre.

Absent: EDC Director Mary Ann Chinatti

2. Approval of Special Meeting Minutes – May 20, 2024* Vice-chair Moorehead motioned to approve the meeting minutes of May 20, 2024, seconded by Member Johnston, motion carried.

3. New Business:

I. Resignation of Jamie Soroka: Ms Soroka submitted a letter of resignation.

Member Moorehead motioned to accept Ms. Soroka's letter of resignation, with regret, seconded by Member Johnston, motion passed.

4. Old Business:

I. Arts and Crafts Festival 2024

i. Special Event Permit Update: Chair Sullivan reported that the permit is in good standing.

ii. Team Updates:

a. Marketing: Lawn Signs – all are up except for 2; prints-there are a few 8.5 x 11 size and larger size posters available for placement, reels of musicians (videos) will be produced for circulation.

b. Call/Artists: 68 confirmed; all have paid; 3 insurance agreements to be collected.

c. Music:

a. Musicians: Member Reid reported one musician dropped out; however, Lori Silvia is taking the time slot.

b. Tents: Member Reid shared she will bring a tent and extra tarp to utilize as the music tent. Jackie shared that a professional company is retained to put up a large tent over the stage area. Member Reid inquired if her small personal tent with some lawn chairs could be brought for anyone to use to rest. She added, as a reminder, the need for risers,

TOWN CLERK - PUTNAM CT

2024 JUN 11 P 1:46

for the actual stage and electrical cord for the weekend. She added last year both were provided.

d. Food/Drink: Baker's Dozen has been retained to provide 6 dozen donuts, plus coffee each day for both mornings. Can the Town provide an urn of hot water, the Chair to supply tea bags. Little B's Food Truck, Leona's Bakery, Main Street Gelato to provide food. Member Moorehead to ensure if Leo's are selling bottled water. Some members volunteered to bring coolers/ice/bottled water.

iii. Other:

a. Putnam Pride Banner: the banner will hang at the Welcome booth, along with the Arts Council welcome sign, which includes sponsors of the festival. and the quilt created by Laura Salo. Ms. Salo volunteered to sell raffle tickets for the quilt raffle and assist with manning the welcome booth.

b. Artist Packet: Chair relayed information is set for the packet, except for a list of restaurants who deliver. Member Joly to put together that list.

c. Event Timeline: Timeline, as provided in the agenda packet, was reviewed. Chair Sullivan said to have Kevin reach out with any questions, happy to answer.

d. Parking/Shuttle: behind Dunkin Donuts on Kennedy Drive, Jackie to confirm if there is a specific area to park. Across the Street at Loomis/Bell Park real estate office for PAC Members/ volunteers only to park; Renee's Working Girl parking lot on Rte. 44 and Chase Graphics, both on School Street/Rte 44, and 82-84 Providence Street, former Savage Systems/Physical Therapy parking lots. Jackie to confirm if the grassy area on the side of Complex can be utilized for parking by customers.

e. Volunteers: list of volunteers was reviewed: Putnam Lion's- the little Leo's, PAC members, Relay for Life members, Laura Salo, and Scott Moorehead – measure and mark out spots on front lawn.

f. Map: Laura to revise to include parking areas.

5. Public Participation: None

6. Adjournment*: Vice-Chair Moorehead motioned to adjourn the meeting, seconded by Member Reid, motion carried. Meeting adjourned at 6:34pm

*Vote Required



Campaign report							
June 7, 2024 - June 21, 2024							
Campaign status	Campaign	Budget type	Clicks	Impr.	CTR	Avg. CPC	Cost
Complete	Art Festival 2024	Display	3,498	173,905	2.01%	0.15	\$ 538.83
Total: Account							
			3,498	173,905	2.01%	0.15	\$ 538.83

Device report							
June 7, 2024 - June 21, 2024							
Device	Level	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost
Mobile phones	Campaign	Art Festival 2024	3,284	154,423	2.13%	0.15	506.84
Tablets	Campaign	Art Festival 2024	214	19,482	1.10%	0.15	31.99
Total: Account							
			3,498	173,905	2.01%	0.15	538.83

Provided by Beth's email dated 7/10/24

What Has Been Done

Tasks	2023	2024 Plan	2024 Actual
1. Proposed Art Festival with paid director	June		
2. created initial "task lists" and committees to assess scope of work	June	Build plan based on actual 2023 tasks	
3. Created Putnam Art Council Gmail account and associated My Drive to collect Council related documents.	June		
4. Researched other local festivals and determined best dates.	July	Assess dates for 2024	
5. Contacted other festival directors for their tips and recommendations	August		
6. Confirmed Festival Dates	January	Finalize Dates and get approval from town by September. Evaluate if we want to keep same date. Compile and approve budget	
7. Created Putnam Art Council Website with pages for the Corridor Gallery and the Art Festival	January	Update continuously.	
8. Created a Call for Entry to accept applications to the festival. David and Beth created a "test "applications.	February	Post Sooner. Evaluate Call hosting options, Add "no drive up"	
9. Created an Instagram account, got admin rights for Facebook and linked to Instagram. (Modified both to have "CT" in the name and to have consistent URLs/Handles)	February		
10. Started creating many more Facebook posts about lots of art related events in the area.	February	Continue year round to keep attracting followers	
11. Created letter templates to be used when reaching out to artists we want to participate (Artis Invite, Art Association Invite, Letter to Other Organizations	February	Review and modify, if needed	
12. Created Acceptance Letter and Rejection Letter	February	Review and modify, if needed	
13. Started to build a list of art associations, organizations, and individual artists to email directly.	February	Review and expand	
14. Started gathering media contacts to advertise our event.	February	Review and expand	
15. Started to build a list of volunteer tasks.	February	Review and modify	
16. Created Facebook/IG Post for the art festival and pinned it to the top of the FB page so it is the first that is seen when accessing the page.	February	Repeat	
17. Reviewed, finalized and approved letter templates.	February	Review and modify, if needed	

Tasks	2023	2024 Plan	2024 Actual
18. Started emailing artist and art group contacts inviting artists	February	Review and expand	
19. Began researching contacts for CT "groups" to share event details	February	Continue again, and expand	
20. Received print in Last Green Valley magazine in exchange for setting up a booth	February	Review and define Non-Profit policy	
21. Confirmed committee assignments.	March	Review and modify	
22. Created Call for Artist Poster	March	Repeat	
23. Created a Facebook Event and the PAC Facebook account joined a number of CT Art Festival Facebook groups.	March	Repeat	
24. Printed Call for Artist Poster and small "cards" to hand out	March	Continue again, evaluate print qty	
25. Created FB Ad for Call for Artists Event (\$30 / 30 days)	March	Continue again, change goal to link to website	
26. Joined many FB art and festival related groups and shared call event on their pages	March	Continue, find additional groups	
27. Start emailing contacts from Art Festivals and other organizations.	March	Start outreach earlier	
28. Linked Booth Payment page on website to town PayPal account	March	Disconnect after festival? Evaluate process to get connected.	
29. Modified café to allow early jurying	March		
30. Found Sunshine Artist Site – inexpensive listings for festivals	March	Missed deadline. Place ad starting Jan 2023. Note: Artists can post "reviews" of the festival.	
31. Found Bean Soup Newsletter (Vanilla Bean) – Yearly Ad	April	Missed deadline. Place Ad starting Jan 2023	
32. Boosted Instagram posting (\$30 / 6 days) with "Learn More" link to website	March	Evaluate Results and continue	
33. Created Discover Putnam Tile with link to our website	April	Repeat	
34. Met with Jeff Andrade about creating a digital display ad campaign	April		
35. Present and get approval for digital ad campaign	April	Repeat	
36. Sponsorships: One major sponsor for 2023?	April	Review and confirm sponsorship levels. Links to their website? Start outreach sooner.	
37. Modified PayPal link for immediate transfer	April		

Tasks	2023	2024 Plan	2024 Actual
38. Created and Published Emerging Artist application	April	Publish as part of the general call? A number of regular applicants may have qualified as an Emerging Artist.	
39. Sent Payment Reminder to Early Acceptance artists	April		
40. Created Sponsorship Form	May	Review and refine if needed. Make decisions on allowing booths for sponsors.	
41. Confirmed Marketing Strategy including Internet, Print, Community Calendars, facebook posts	May	Review and Refine what we thinks worked.	
42. Created Digital Ad graphic and sent to Jeff	May		
43. Created Print graphics	May		
44. Updated website to remove references to the Call	May		
45. Received three Sponsorships \$1500, \$1000 and \$500 (with a double booth)	May	Review and refine if needed. Make decisions on allowing booths for sponsors.	
46. Evaluated and selected Emerging Artist applications	May		
47. Created page of Places to Eat and Places to Stay	May		
48. Sent Reminders for Booth Payments	May		
49. Sent Letter to complete Insurance Agreement to Artists, Emerging Artists and Sponsors	May		
50. Updated website to remove booth payment page	May		
51. Assigned Booths to Artists, Emerging Artists and Sponsors, added to website	May		
52. Created Booth Layout and Parking Layouts, added to website	May		
53. Finalized Food Vendors	May		
54. Downloaded a "Mail Merge" add-on for Gmail to personalize letters to artists.	June	Limit of 50 emails per day.	
55. Sent Mail Merge email, with tracking, to artists with booth numbers and links to all key "attachments" (artist list, booth layout, parking map, places to stay, places to eat, posters, directions)	June	Add note that they cannot drive on the lawn to drop off.	
56. Created Artist Packet letter with food order form	June		
57. Contact Artists who did not registers as opening their mail merge email	June		

Tasks	2023	2024 Plan	2024 Actual
58. Created 2 “count down” email to artists; one for those that had not sent the insurance form, with form attached, and one for the rest reminding them no driving to spot, rain or shine, security hours,	June		
59. Created Safety Plan and sent email to artist, musicians and sponsors	June		
60. Mark booths and parking. Post Parking and arrow signs	June		
61.			
62.			