

Newtown Cultural Arts Commission

Minutes of September 30, 2021 Special Meeting

These minutes are subject to approval by the NCAC, at the next meeting

The Newtown Cultural Arts Commission, held a special meeting at the Community Center on Thursday, September 30, 2021

The meeting was called to order at 7:24 PM by Commission Chairman Laura E. Lerman.

Members present: Laura Lerman, Andrea Spencer, Roger Connor, Jen Cebry, Robert Kaiser, Grant Ossendryver, Daniel Ferreira, Tracy Van Buskirk

Members absent: Sue Kassirer

Auxiliary members: Jim Cebry

Members of the Public: Warren Spencer

Minutes: It was moved by Andrea that the minutes of the September 2, 2021 meeting be approved, seconded by Roger and passed unanimously.

The purpose of this meeting was to discuss the recently held Newtown Arts Festival, what went well and what improvements could be made. Comments are summarized by category.

2022 Festival- Next year's festival will take place on Sept 16-18, 2022.

Facilities- Jim reported that nothing unanticipated happened. The festival is technically unsecured because the walking trails must remain open and that allowed people to enter the grounds near the food trucks without paying. Rob suggested that maybe we could have better fencing. Andrea and Warren said that the Wine and Beer tent was nice and big and great for storage, but if we need to downsize to a 10x10 for economy, they could manage. The Dance tent participants felt that the Green Room tent was too big (20x20) but there was concern that 10x10 might be too small.

Dan and Grant said the breakdown was extremely well organized and went smoothly Braun Moving gives us free storage. Grant spent some time organizing all the equipment and it is well segregated by ownership now.

Sound quality was very good.

Entertainment- Rob, Dan and Roger liked having the big event on Friday. It was noted that the Guman's would prefer Saturday night to maintain momentum at the bar. Roger suggested expanding to other acts, like comedy.

Tracy mentioned that we used to have multiple events stretching into October for Arts month. It was noted that there was a conflict with an ETH event on Saturday night. It was agreed that we should develop a website with community events, but need to decide if it should reside with us, town website or somewhere else.

Financial- Jim does not have final confirmation on attendance, but gross revenues were about \$68K; sponsorships was a big part of the improvement from past years. Expenses not fully tallied but we will make a profit.

Vendors- Comments from vendors were very positive. Many had their best weekend of the year. It was agreed not to have big company tents such as Anderson Windows. Perhaps not have the political party tents next year.

Activity Tents- Make Tent was mobbed, Sir Real was popular, Fiber tent organizer were very happy with interaction with visitors. SCAN is a more mellow tent and very worthwhile keeping as part of the festival. The Science tent was mixed: Everwonder activities were good but Discovery Museum was ill-prepared and had minimal visitors.

Beer & Wine Garden- very few visitors did not have cash. 1300 servings sold, about 800-900 transactions. Profit of \$5,800. Warren believes that credit cards will slow things down because training new shifts will be time consuming. He said everyone seemed to have cash, so as long as there is an ATM machine, we are good.

T-Shirts/Design- a lot of volunteer t-shirts are left over. Nancy Cole provided some good feedback on the design in the PDF doc sent out.

Website- It is imperative that we build the website content earlier and fuller, as well as better social media visibility. We will look at paying someone to do this task.

It was agreed that we do not need to meet again until the next scheduled CAC meeting on Nov 4th.

It was moved by Dan to adjourn, seconded by Andrea, passed unanimously. Meeting adjourned at 8:30 PM.

Respectfully submitted by

Tracy Van Buskirk
Secretary
Newtown Cultural Arts Commission