

Newtown Cultural Arts Commission

August 9, 2018

THESE MINUTES ARE SUBJECT TO APPROVAL BY THE NEWTOWN CULTURAL ARTS COMMISSION AT THE NEXT MEETING.

The Newtown Cultural Arts Commission held a meeting on Thursday, August 9, 2018 at the Municipal Center

Members Present: Laura Lerman, Jennifer Cebry, Deborra Zukowski, Grant Ossendryver, Andrea Spencer, Susan Kassirer

Members Absent: Donna Montelone, Robert Kaiser, Tracy Van Buskirk

Auxiliary Member: None

Public Participation: None

Laura Lerman called the meeting to order at 7:01 pm.

- The minutes of the 7/12 /18 meeting were approved (moved Zukowski, seconded Cebry)
- Officers' Reports: Chairman reported on her meeting with Matt Ariniello, new Director of the Community Center: The community can use the Senior Center after the Senior Center activities have concluded every day ("Dan promised," said Matt). There will be a membership cost (it was noted, \$50 per month in Mansfield and \$600 in Ridgefield, but those include athletic services, so our should be considerably less); there will be a conference room reserved for the Legacy Foundations; no dedicated rooms, which was Pat Lhodra's idea, so that may not stick; rooms will have cement floors, so we can have activities that will be very messy; hope to have art exhibits but have to figure out if moisture from pool area will interfere with that; Park and Rec will have offices in the building, and Matt's office will be within the Park and Rec offices. Group concern as to whether one will need to be a member to go to any activity in the Center (such as a concert). Laura Lerman also discussed with him his using the Cultural Arts Commissions' portable stage. Deb Zukowski pointed out that any art exhibits that occur there should of course be open to the public free of charge, and there was total consensus within the group.
- Treasurer's Report: Jen Cebry gave the Treasurer's Report. Nothing to report at the moment. No "ins or outs" in this period. Jim Cebry will present end-of-year report at next meeting. He will balance the books and make sure everything is copacetic.
- Public Participation: None
- Art Festival: Meeting scheduled for August 16. Jen reported that we have received our liquor permit and permission to use volunteers to pour; the posters and postcards are done; Jen showed members the festival poster and the Lords of 52 Street poster, which were greeted with enthusiasm; after lengthy discussion of pricing (\$20 per person too much for, say, family of four), Commission finally agreed on \$20 for adults, \$5 for ages 14 and under; Ads are done (black and white version of poster), new lawn signs are being made, and street signs are still in the works; Jen pointed out we can't sell tickets online on day of performance; it was decided not to put Lords of 52 Street on lawn signs, but put in train image instead, along with website address; We have received \$700 so far from tickets for the Lords performance, and all members are encouraged to "like it and share it" on social media; Robert Rabinowitz is posting the event on the Healing Newtown FB page and promoting it generally; we are ordering the credit card machine; the Durants tent order is all set; discussion about how many T-shirts we sell and placement of entryway, Laura Lerman feeling strongly that we will

sell fewer T-shirts since they will now be sold further from entryway and not get same exposure as in past years (T-shirts will be displayed by hanging them from top of tent); lengthy discussion of beer and wine garden (only 200 people buy beer and wine) and pros and cons of new placement near stage; there will be a 20 x 40 ft. picnic area under a tent, with picnic tables (benches attached), but no umbrellas.; Grant pointed out that we will have very solid data this year at end of festival (how many T-shirts ordered, how many sold, etc.) through use of spreadsheets; Sue Kassirer asked if NEAT has to pay for their tent, and it was confirmed that they do not have to pay, as Park and Rec is affiliated with them. (This applies to Ever Wonder as well.); Jen said we now have 50+ vendors, and that food vendors are now a priority; Grant Ossendryver discussed entertainment publicity and a contest possibility on I-95 (radio), through which winners would get free tickets to our Saturday night entertainment—contest would run for a week before the Festival, and everyone felt the publicity was well worth \$250 worth of comp tickets to do this; Deb Zukowski expressed concern that enough advertising occur to make people aware of how the definition of the arts is being extended to include the sciences. Laura Lerman said that there will be a big article in The Bee about this and that she wants to do another article for which she needs to interview Deb and Scott; there was some discussion of the needs of Ever Wonder at the Festival, Deb Zukowski pointing out their need for electricity (generators) for the Playing With Time tent, and that they need two monitors (they will provide one very large one), as their presentations are complex (not 15 minutes long), and so will run in parallel; Jen pointed out that she needs exact dates and information for month of October Festival events within the next week or so, as a flyer goes out fairly soon to every family in Newtown as a Bee extra.

- The Gallery: Sue Kassirer reported on the “In the Bag” art show, which will be on exhibit from September 1—28, with a gala reception and opening on September 8 from 6-8 pm. The show is being presented by the Newtown Environmental Action Team (NEAT) in coordination with the NCAC, and will display reusable bags created around the world along with other items made from upcycled materials.
- Showcase at the Library: The Kelly Makuch exhibit has been cancelled. The next exhibit, which will begin on August 15, will be “What Can You Do at the Arts Festival?” It will extend to just beyond the Arts Festival, at which time we will concentrate on what will be up for the month of October and six weeks beyond.
- Grants and Scholarships: We awarded \$1,000 to The Clay Date Potters for a portable showcase, which will be installed in The Municipal Center. We may need to cover a \$200 shipping charge, as they can’t (and should not have to) pay for this. Laura pointed out that we extended the range of who could apply for these grants, and that it worked beautifully. Another grant was awarded to the Senior Center to fund a mural that will be displayed in the new Senior Center.
- Website: The NCAC site is up and running. Deb Zukowski put up the Rhoda Collins piece, and suggested Sue Kassirer look at it for orientation (landscape) for the In the Bag exhibit listing. Sue pointed out that she already sent Rob the material for In the Bag, which Jen then found on the website. Sue will check that it is on the right link, and will let Rob know if it isn’t. (Deb is no longer working on this.)
- Other Business: Jen has been working on the Sustainable Connecticut Commission toward getting certification for Newtown. Both 3.1 and 3.2 (from spreadsheet) have been accomplished. She pointed out that with more notice we could have done even more (such as get 1% of our budget allocated to public art). There will be a meeting coming up later this month with Cathy Quinn and Vanessa Villamil. Jen also met with the Chamber of Commerce (Helen Brickfield) and Rotary (Julie Friend), who are working with Sustainable CT on business awards and, in our case, businesses who support the arts (Art with Heart

category). There will be a dinner in January at which businesses can choose categories. And Jen will put together a proposal for awards for 2 business awards based on the arts. She has asked Laura Lerman for help with guidelines.

There being no further business, it was moved (Zukowski), seconded (Spencer) and voted to adjourn the meeting at 8:12 pm.

Respectfully submitted by Susan Kassirer.

Newtown Cultural Arts Commission

All meetings to be held at the Municipal Center unless otherwise noted.

2018 NCAC Meeting Schedule

January 11, 2018

February 8

March 8

April 12

May 10

June 14

July 12

August 9

September 13

October 11

November 8

December 13