

**Amesbury Cultural Council Meeting**  
**January 3, 2012**  
**Provident Bank Meeting Room, 5 Market Street-7pm**

**In Attendance:** Pam Gilday, Leah Hill, Carley Monell, Nate Cordova, Bob LaPlante, Marc Lisle, David Andrews, Rachel Kohn, Janice Valverde and Mary Hichborn (via Skype)

Welcome Janice, newest member to the Cultural Council.

1. Approval of Minutes

December 6, 2011: Bob motions to approve the December 6, 2011 meeting minutes. David seconds. Vote on motion 9-0. Motion passes.

November 15, 2011: Pam motions to approve the minutes without the chart (but include with the applications). Rachel seconds. Vote on motion 9-0. Motion passes.

2. Treasurer's Report

1 voucher has been submitted for the Whittier House, there is a supporting documentation issue that is being worked on.

3. 2011 Studio Tour Debrief

- Survey was sent to the participating artists. Survey responses-there was no real connection between satisfaction and location. Big issue: date/timing of event, remote studio locations having a more difficult time as well as the idea of people viewing art versus selling art.
- Carley suggests opening up the tour to the idea of Celebrating Art in the Community" as well as the idea of combining the studio tour with fall festivals, but not at the same time as the church fairs. Janice suggests having dancers.
- Leah suggests a passport program, which would encourage visitors to visit more studios, receive a stamp after a visit to each studio, person with the most stamps entered in to a raffle, etc. Issue to resolve-what about locations that have more than 1 studio, ie, Cultural Center, Cedar St, etc, who would do the stamping?
- Rachel asks about opening up the tour to Friday night as well. Could make Friday similar to invitation nights in Newburyport. Bob suggests what about only having certain locations open on Friday? Mary suggests an opening reception on Friday. Carley-what about keeping with Saturday and Sunday, but keeping the tour open later? **YES! Saturday: 10-6 Sunday 11-5 November 10 & 11, 2012.** Will send emails to artists/past participants about the date and new times and also ask them to forward to people they know.

- With studio tour, important to keep our summer meetings, as once fall begins, we are behind the ball.
- Bob asks if the studio tour applications could be filed electronically. This would stop the multiple steps to copying, etc. We could put an application and way to pay on the website (paypal??/google site-forms). This would need to be done by June 1<sup>st</sup>. **Application deadline will be September 15<sup>th</sup>**. Pam will check to see whether the Cultural Center is available for our desired dates.
- Technology: Nate suggests creating a Twitter account and having followers for the tour-Nate will create. Carley states that you can do the automatic feed from Facebook, or utilize constant contact. With constant contact, the responsibility is on the artist to sign up. Can also do a newsletter through constant contact. Pam questions who would write the newsletter? Mary suggests we use the press releases that we send out. Mary will check with her contact at constant contact re. prices. Other idea-mail chimp. Marc will update the website. Bob questions if we know the number of people who visit our website? We have the tour website as well as the town website.
- Leah suggests having a trolley for a fun way to get people to the smaller studios/encourage people to visit. Also suggested using the pedicabs in the downtown area.
- Can we hang banners over the streets in downtown? No. Need to get lawn signs, like political signs stating studio tour this weekend?
- What about a flashmob? Create a buzz.
- Need to sell water at the Cultural Center, whether it is the food vendor or the Cultural Council, there is a need for water.
- Carley-we should create and sell totebags, t-shirts for council members. Carley will price out tote bags. Also suggests having business cards for the council. Need a logo redesign.
- Janice will be the liaison with Cedar St. as she has a studio there.
- At each meeting, we will do a tour brainstorming, about 15 minutes at the end of the meeting.
- At the 2011 tour, a contra musician got in touch with council members about being involved in future tours.

#### 4. Other Business

- Next meeting will be meeting with members of the Haverhill Cultural Council to talk about the shoes/public art, as well as the art corridor. Heads to Toes!
- David has gotten in touch with Skinners for an appraisal of the Chain Bridge collection.

Bob motions to adjourn meeting. Carley seconds the motion. Vote on motion 9-0.  
Meeting adjourned at 9:37.

Respectfully submitted,  
Leah Thovmasian Hill

*Documents discussed at the meeting and on file at Amesbury City Hall:*

- *November 15, 2011 minutes*
- *December 6, 2011*
- *Studio Tour Artist Survey results*