

**Amesbury Cultural Council Meeting**  
**February 7, 2012**  
**Amesbury Health Center, 24 Morrill Place-7pm**

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

Also In Attendance: Leotta and Eric Co-Chairs of Shoe-Labration Haverhill

Welcome Steve, newest member to the Cultural Council.

1. Haverhill Shoe-Labration

- Pam gave background on meeting Leotta at a training.
- Shoe-Labration is a public arts project with fiberglass shoes that artists decorated.
- Shoes are 60 pounds made out of fiberglass, 6'x 5'x3' (recommend smaller width to 32" to fit through doorways) and on a 3' platform (this was done so the shoes could be seen behind parked cars).
- "Tell the Story" via public art, the old and young talking, sharing stories, senior citizens gave their oral histories, working in factories, the newspapers got involved.
- For the Shoe-Labration to work, they needed 10 sponsors, were able to get 14.
- Graffiti: People were worried about vandalism, didn't happen. Used an anti-graffiti clear coat.
- Money: Sponsors paid \$1200 for a shoe. Artists were paid \$300 for materials as well as received 10% of the auction price. Money was raised for non-profits and 30% of the profits went to Team Haverhill. Prior to the auction, businesses could "buy back" the shoe they sponsored for a price of \$5000. Some foundations purchased the shoes to keep them in the city. Think outside the box for sponsors, think big. The same businesses are always asked for donations, donor fatigue. How were sponsors approached? Involve Chamber.
- How To: Shoes had to be artwork, not ads, although signage could be on the base.
  - i. Team Haverhill put out a call to artists.
  - ii. Artists sent in their renderings
  - iii. Event with potential sponsors to look at renderings/portfolios of artists
  - iv. Team Haverhill had initial approval, then the sponsor. (For future projects, will think more of who the sponsors are to provide artists with more information). Shoe shape was derived from historical images of shoes produced in Haverhill.
- Timeframe: Important to give yourself a year. They have a timeframe.
- Future Thoughts: Think big- how can the most groups be involved? Shoe-Labration attempted a Guinness World Record. Also, involved schools/literacy projects, make

connections. Vo-Tech did the clear coat on the shoes. Future thought, see if the clear coat paint could be donated as well. Would an auto-dealership do the work? Artists were responsible for the delivery of their shoes, and the team had to deliver to the site. Future- get donation from moving company to move the shoes. Try to utilize a local fabricator.

- Future Project with Team Haverhill: Leotta mentioned the idea of getting lots of cities involved. What if multiple cities do this at the same time? There can be cross-promotion. Create a “fashion trail” across the Merrimack Valley-shoes, hats, etc.
- What is the unique story?

## 2. Approval of Minutes

January 3, 2012: Bob motions to approve the January 3, 2012 meeting minutes. Carley seconds. Vote on motion 8-0 (Steve and Mary abstain). Motion passes.

## 3. Treasurer’s Report

Financial Reporting: The Town’s Financial Office has implemented the state required consolidation of the Gift/Donation and State Grant account. Gift/Donation account accrued interest is now being credited to the account. Three 2011 Grants have lapsed. The money will be included in the next grant application cycle.

- a. Cedar Tree Development: \$160.00
- b. Coastal Connections: \$250.00
- c. Julia Sousa Fullam: \$300.00

## GRANT VOUCHERS:

- Processed and paid:
  - a. Pied Piper Hamlin: \$425.00 (Grant year 2011)
  - b. Amesbury Elementary School: \$576.00 (Grant year 2012)
- Processed and submitted for payment:
  - a. Whittier Home Association: \$500.00 (Grant year 2011)
- Awaiting further information from grantee:
  - a. Whitney Heimlich Delleo: \$350.00 (Grant year 2010)

## 4. Chain Bridge Collection

- David speaking with Skinner Auctioneers for appraisal, who will appraise the collection for a small amount of money. Need to find out the total cost for appraisal. Will it be appraised as a group or individual pieces?

5. 2012

- Email: Mary has received some information from Constant Contact. It can be used for email contact, creating surveys, creating events. There is a monthly charge. Carley has signed the Council up for MailChimp, which is no charge.
- The tour website needs a redesign. For future tours, utilize online payments and applications. Google sites does in fact accept Paypal. Bob spoke with the Treasurer regarding studio tour applications using Paypal. Questioned whether there is a cost to utilize?
  
- Next meeting members are asked to come with doable and reachable goals for the year.

Bob motions to adjourn meeting. David seconds the motion. Vote on motion 9-0.  
Meeting adjourned at 9:10.

Respectfully submitted,  
Leah Thovmasian Hill

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

- *January 3, 2012 minutes*