

Amesbury Cultural Council Meeting
March 6, 2012
Amesbury Health Center, 24 Morrill Place-7pm

Members In Attendance: Pam Gilday, Leah Hill, Carley Monell, Nate Cordova, Bob LaPlante, Marc Lisle, Janice Valverde, David Andrews, and Steve Robinson

1. Approval of February 7, 2012 Minutes

Bob motions to approve the minutes of February 7, 2012. Dave seconds the motion. Vote on motion 9-0. Motion passes.

2. Treasurer's Report

- Whittier Home: \$500 paid by Town.
- Whitney Heimlech Grant Receipt: Have yet to hear from Whitney. Issues were
1. The moving the venue and 2. the rental fee. 1. Change of Venue: Pam motions that the change of venue is OK as Whitney had discussed this with the chair. Carley seconds the motion. Vote on motion 8-0 (Janice abstains). Motion passes.
2. Rental Fee: Carley motions to pay the rental fee (through the grant). Steve seconds the motion. Vote on motion 9-0. (Total=\$350)

3. Chain Bridge Collection

- Dave has spoken with Skinner Auctions, they are coming Friday at 11 to look at the pieces

4. Social Media

A. Mailchimp:

- Can be used for tracking of who receives, opens emails, etc.
- Need logo before template can be established
- Take the email lists, compile all artists, speak with Rachel about the current lists she has
- Have people sign up to get a newsletter
- Janice has Cedar St email contacts

B. Studio Tour Applications

- Will be ready by end of May and **due September 15th**
- Email list is crucial
- There is a fee to use paypal, but if people utilize paypal, we can always charge the extra amount. Then with paypal, we can do a lump sum deposit to town

account, but we do need an itemized list. Who/how would we maintain paypal account?

- Steve recommends doing the website in wordpress. Steve & Carley will work together on paypal/website. Carley is admin of the website, can she have control-do a new website? Do we still have the website web name?

C. Twitter

- Nate asks if it is appropriate if we follow politicians, businesses, etc? Following should be ok. Nate would like an image for the account, Steve can do that.

D. Facebook

- Pam requests that everyone update on Facebook.
- The Twitter account is linked to Facebook

5. Public Outreach

- Steve asks if we have had any public outreach? We could have a non-voting student member representative (similar to the School Committee). Can this be done? Having student representation on the tour could be helpful.
- Carley asks how can we outreach with cultural events? Amesbury Days and the Chamber are good connections
- We could invite art teachers to a meeting, allow everyone to know what is going on. After the teachers meeting, then we could invite students to a meeting, but first inform the teachers and also inform them about the grants.
- Outreach to all, not just teachers
- Action: What is our vision/objective for an outreach?
- Leah says an easy outreach would be to appear at a City Council meeting to give a brief presentation about us, the grants, etc
- Steve asks if we have pictures/documents of the tours
- Also, we should be requiring grantees to document performance

6. Public Art

- What project do we want to take on? Funding will be tough.
- We can be a catalyst and make connections. Maybe not take on the public art project, but remember that the studio tour at one time was new and scary and now it is "our thing".
- Amesbury Carriage Festival coming this summer

7. Studio Tour & Other

- Possibility: to encourage students, waive the fee for a student table? OR-have the high school be a stop on the studio tour. Steve will book the high school for November 10 & 11
- May 5 & 6: Cedar St open tours
- May-have a community meeting, who the cultural council is
- Next Meeting: Real tour debrief, go through January minutes, choose responsibilities
- Need to create subcommittees for these projects and report to group
- Need to figure out priorities/vision
- Pam is considering resigning from the Cultural Council. Definitely resigning as chair at end of this meeting. Pam is encouraged to step down as chair if it is too much but to please stay and attend meetings as a member
- Goal for next meeting: have 2 new co-chairs
[Janice excuses herself]
- Marc will check gmail for now and Leah will use the town calendar and upload minutes
- Next meeting: Have ideas for a public meeting in May-at the cultural center? Who would be invited?
- Carley has been working on the logo design, presents some final ideas-great work!

Carley motions to adjourn meeting. Leah seconds the motion. Vote on motion 8-0.
Meeting adjourned at 9:11.

Respectfully submitted,
Leah Thovmasian Hill

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

- *February 7, 2012*