

SAUGERTIES ARTS COMMISSION meeting 1/31/20

In Attendance: Barbara Bravo, Robert Langdon, Beth Troxell, Isobel Soffer

Guests/Observers: Edith Bolt, Krista Mattia (photographer), Chloe (artist / volunteer)

Listening Session recap

- Katie and Isobel have notes from listening session
- Open ended with the business community
- 40 people in attendance. Mostly observers but a few very vocal people.
- Beth thinks it would be worth it to visit the businesses to fill out the forms. Knit together the two worlds organically. Arik can help with getting businesses on board.
- Mailchimp invitation was sent to entire list. Form was pinned to the top of Facebook page. Thank you notes were sent to list of attendees
- Destination Saugerties mixer at Mirabella's next Thursday at 5PM (ROBERT check into it)

- Arts Mid-Hudson would send out a speaker to convey opportunities for artists in the community. Suggested dates March 14 or 21
- Beth: it would be wonderful if a local business can provide grant or funding opportunities to local artists.

- Jan Wallen, SEO Web Mechanics, website presentation
 - Designed and maintains the Saugerties Chamber and Artists Tour websites among others
 - Google partner (certified by Google and updated when anything happens)
 - Clean easy to use page
 - An engaging homepage can include
 - 1) slideshow with rotating images such as events focusing on all of the arts
 - 2) video at top
 - 3) menu at top
 - 4) statement
 - 5) access to same information in different points of webpage (such as bottom)
 - About page / database
 - Data bases with a search that will click to link to an artist's individual page or wherever we would like it to link
 - Barbara's thinking was that it would include basic information such as contact, discipline and a hot link
 - Can set it up so that when clicked on it can link to homepage or send an email
 - Can be integrated with jot forms so that information is captured and downloaded
 - Events calendar
 - When moused over, it will show more information about event. It will hot link to another site
 - Events can be self-loaded info with approval from a monitor
 - Pop ups
 - We would need a monitor
 - To keep costs down someone on the organization should be able to make edits
 - Top 5 considerations in designing website
 - Shows your image and brand on all devices
 - Easy-to-use for the website visitors
 - Arts & Culture scene
 - Can look like a blog and archive art articles
 - Need an opt-in box on every page where they can sign up on our mail list
 - We can set up calls for materials, articles, etc
 - Recommend that we upload videos throughout the year that showcase the different arts
 - Want to include articles, interview, etc that will be highlighted
 - We would need to get an internal editorial calendar together
 - Use an active menu name like "Get Involved" drop down menu that would include opportunities for artists and solicit volunteers
 - Barbara believes that we need more content before launching a website
 - What experience do we want visitors to have when they visit the site
 - Mobil function

- Budget: \$1995 one time set up / \$110 hr as needed (i.e.: update calendar items) / offers a payment plan
 - Will extra pages that come along in the future be included in the initial fee?
 - Packet was given to board members that outline our goals
 - Time frame is at least few months. Important that we get people involved, content, and more before we launch the site
 - Presence on town website will still remain with basic information but there will be a link to the new website with additional content.
- Brittany Barnard
 - Rate is \$35 an hour
 - Visual artist and graphic design work
 - Primarily works with Square space (cost effective) but would be open to working with other platforms as well
 - We can have a board member with access for updating the website
 - Can build a website and do social media content
 - Will email links for sites that she has developed for artists and organizations
 - Jot form integration
 - Information gathered from JotFrom would need to be manually imported
 - Calendar integration: Brittany is not sure if that is something that can be done on Square
 - If we provide specifics that we need (i.e. self-uploading calendar) she can look into various platforms to meet our needs
 - Bulk of work would be in developing site
 - Social media
 - Creation of a directory is a promotional vehicle
 - Facebook and Instagram can connect with the website that will update
 - Concern over who will provide content (set, images – who is the man on the street with the camera?) a committee who enjoy going to events and keeping up with content may be worth developing
 - Someone can be in charge of combing the internet for local human interest stories (this is something Brittany can do)
 - Can do user generated content relying on what others post, gathering it and reposting
 - Turnaround time is one day for changes to website
 - Can we host a session through the Commission on how to promote your arts through social media?
 - For future meeting let's talk about hashtags to get artists involved in promoting the arts
 - Development of a "SAC tool belt"

Next meeting will focus on creative placemaking and arts education /

Next meeting is Feb 28 at 9:30, Building Dept. Conference Room