

IN ATTENDANCE: Barbara Bravo, Robert Langdon, Katie Cokinos, Beth Troxell, Isabel Soffer, Suzanne Bennett, Leanne Thornton

- SAC is not in the position right now to organize events
- Once we have the website up we can promote whatever is happening in Saugerties. Social media would be a strong promotional tool
- We would want to connect with tourism to draw people into town
- Katie will email everyone after her outreach meeting with library
- Committees could offer support in getting activities going without actually doing them

- Suzanne met with the Hudson Valley Catskill Cultural Council (members from over 7 counties). A lot of info coming out for Non-profit arts organization regarding reopening. These resources would be great to have on the SAC website.
- Folks were very enthusiastic about the idea of sharing details about events. Looking at groups of towns as a “region”
- Caroline from Opus 40 reported that the soft opening has been working very well.

- Espous Beach House proposed mural
 - SOS has been looking into possibilities of murals around town
 - Angela Gaffney Smith would be a wonderful person to approach about the mural. She agreed to do it. Angela is getting together sketches. She needs a little help. Doing 2 walls of Birds of the Esopus.
 - Village board agreed to the project
 - Virtual programs each week during the programs to address environmental concerns. Will work with local groups
 - It may be useful for SAC to have a statement about public art
 - Village needs to approve all signage. This is the importance of having a liaison with the village.
 - Mary McNamara’s land will remain a private land ownership. It’s not conducive for public. Conservatory will not take it on

- Should we have a policy committee? We can take that up at one of the board meetings
- Kelli Bickman project has been approved by the village but should we be involved?
- It’s important that the board address issues like this and set a precedence. What if a private entity puts up an offensive mural?
- Should we have a policy in place to address these issues? This is a larger discussion
- Should we have a voice in certain matters concerning public art (i.e. Antique Center display of lawn jockeys and inviting it was art). Can we say good or bad, we do have a sense of policy that defines what is appropriate for public art. Can we have a statement that addresses these issues? We don’t have to make decisions but we can advise.
- Do we want murals by the same artist all over town?
- Should we act as a liaison and help connect buildings with artists? Let the buildings choose the artist just as they do with the street art at the Chamber
- Should we draw up a policy that makes it clear what SAC is doing and the function
- All of this requires further discussion. Let’s hold off until we have a new board member on board (July)

Website

- Isabel sent around a few designs for the website
- Permission was given by Michael Mapes to adjust colors on the logo
- Once we get the general feedback from the committee on the design can we move forward without out getting feedback on every piece?
- Photo could be a rotating gallery
- On the bottom of every page will be an email sign-up form and contact info. Email needs to be updated
- Social media links will be on every page as well
- Isabel will send around logo with reversed colors (ARTS in black). ARTS could also have an outline to pop it out
- Isabel showed three different layout option for the homepage (emailed to everyone)
- Tag line can be used when needed
- ROBERT set up a YouTube channel
- Should “Opportunities” go under “Saugerties Arts and Cultural Scene” in menu?

- Isabel presented a document of text for the website (In Google Docs). Please take a better look and make comments by JUNE 12)
- Artists of interest could go under “scenes”. Photos of these artists can go on homage which will bring you to their profile when clicked

- Barbara has access to videos that Michael Nelson has created for studio tour
- We need to begin building up that content
- We will set up a time with Jan to start the process

- Funding was approved for the Harvester which will start being used in the next week or two
- Robert spoke with Dallas about the sidewalk event in July. Dallas spoke with the mayor. Barbara had a conversation with the Chamber. Things are on hold for the time being.
- Robert and Barbara discussed promoting the butterflies by doing a virtual tour and artist discussion/interview. Katie offered Alex’s services.
- Mark Smith could support the project by contacting the artists
- It would be great to have the artists at their butterfly discussing the work. Three of the same questions
- Shutting down the street would not be an issues but nothing can happen until the Village can open
- Opinion of Village board is that we wait until the Fall for any public event.