

Meeting Minutes April 24, 2020

IN ATTENDANCE: Barbara Bravo, Robert Langdon, Katie Cokinos, Isabel Soffer, Leeann Thornton, Suzanne Bennett, Beth Troxell (arrived toward end of meeting)

- Tad Richards verbally resigned from the board about two weeks ago due to his hearing and health issues. Leeanne has not received a resignation letter from Tad. Once that happens we can search for a new board member. We can reach out through SAC database, Shout Out, Chamber of Commerce, Facebook. It has to be an open call.
- \$1500 was allocated in budget for website. Jan's proposal was closer to \$2000 but Barbara negotiated it down to \$1500 provided we agree on layout in beginning and don't make any changes (i.e.: tasks on top, side bars, graphic boxes — general layout)
- Barbara did some research. SEO Web Mechanics would be using Word Press for website. More flexible which will allow for more add ins. Squarespace is more geared for people using e-commerce. It does not have the capabilities of Word Press.
- Katie was looking at other arts groups to get a wish list. She didn't see any other arts council where they offer a directory of artists. Why do we need a directory of artists?
 - Suzanne: we thought it would be a terrific service to offer opportunities to be discovered (i.e. film company who wants art work for sets). We are unlikely to have money to give out any time soon, so this seems like a way to let artists connect.
 - Leeanne: It was the idea of letting the community know what is available (planning an event and need a musician — the directory would provide a resource). Perhaps why we don't see a directory of artists is because it's a monumental undertaking.
 - Barbara: By soliciting venues, they could host some sort of art event that brings the business and arts community together to support one another.
 - Arts and Business Council of Chicago (<https://artsbiz-chicago.org>) specifically brings artists and businesses together.
- SAC is a little out of the box. Usually Commissions are structured like Arts Mid-Hudson. Councils and committees usually undertake the task of creating events.
- We work in tandem with tourism
- Leeanne: seemed to her that Jan's proposal was most inclusive of the two and got the most of the investment.
- One or more people can be trained to make updates monthly to website. We would need a full commitment. Updating things such as artist profiles.
 - Since Alex is doing a film on artist Peter Bradley, perhaps he can do a trailer for use by SAC
 - We can ask for volunteers and suggest committee
- Katie, Beth Humphreys (artist who works at WAAM), Katie Emerson-Hoss (founder of Art Lab and on school board) and Robert Troxell have all agreed to be on SAC Education Committee
- Calendar of Events:
 - How would a Google calendar work for public? We'd need a plug-in that needs to be moderated
 - Helpful to see calendar layout in multiple ways (by month, by week, by day)

- Arts and Cultural Scene
 - Good place for artist interviews
 - Good place for links that are arts affiliated in town (Shout Out, Studio Tour, Opus 40, Hope Rocks, Kiersted House)
- Barbara will add her written notes to the shared Google document
- Resources
 - Possibly combining Resources and Opportunities (exhibition opportunities)
 - SF (<https://www.sfartscommission.org>) and Cleveland (<https://artscleveland.org>) websites have a good layout for opportunities
 - Arts Mid-Hudson, NYFA, TV23, Library, Inquiring Minds
- Suzanne posted info about European Placemaking
- Directories
 - Artist have been signing up. We only have 5 venues signed up.
- Arts at businesses in town
 - Can we develop a presentation packet for businesses and offer tips on how to bring art into their space. Not necessarily curate and hang the shows, but provide support. Is Business/Arts committee needed?
 - Shout Out has been doing shows with local businesses so they have a good list
- Email list
 - Robert will look into setting up an email sign-up through FB page that will automatically be uploaded into Mail Chimp
- ISD is on hold
- Arts Mid-Hudson event has been postponed
- Lula (Katie's daughter): Is there a way where closed buildings could hang a piece of art in their windows for people to view during the time when business are closed.
 - Shout Out has been exploring opportunities for window use.
 - When the butterflies are put out on the street more people will come into town
- Katie: Ask an artist to create a poster with the message (i.e.: "We'll be back") that will be posted around town and add positive thoughts. Will Nixon's existing image with poetry (going on SOS Instagram today). Lula will contact Suzanne regarding poster.
 - How do we get the closed business to participate? Many of them are active on-line and can promote it that way as well as in store fronts.
 - Can SOS collaborate with SAC for this project?
- Formalized that Jan of SEO Web Mechanics will work on website.
 - Brittany is not able to create the website. Perhaps she can work on social media.
 - Isabel would like to work with Jan on the development of the website (proposing to make it simple and adjustable as time goes on). Please have a look at the document she created on the Google Drive and make comments. Katie offered to work with Isabel.
- Questions from Beth:
 - Headings and subheadings on website
 - Sponsors on the site? Discussion for next time
 - YouTube channel?
 - Robert offered to let SAC use any of the artists' profiles he created over the years on Saugerties artists for the Emerge page. Check out his Youtube

channel to see what is available

(<https://www.youtube.com/channel/UCqGZ6Lvuik9wTmDZ3btIGUg>)

- Robert will set up a Youtube channel for SAC
- New logo is on town website
- Next meeting is May 15, 9:30 using Zoom.