

SAUGERTIES ARTS COMMISSION meeting 7/21/19

In Attendance: Barbara Bravo, Katie Cokinos, Robert Langdon, Tad Richards, Isabel Soffer, Beth Troxell,

WEBSITE

- Commission now has a page on the town website saugerties.ny.us/arts Mission statement, and email address is up.
- To get to webpage, go to town website and find listing on lefthand side at menu. URLs needs to be forwarded to the link on the site. Barbara will look into it with Mike.
- Would be great if we can have our logo added to the home page
- Everyone should go on the town website and our page and see what is missing. Barbara will communicate with Mike re wha'ts missing. Everything has to go through Mike
- Mike will update page with listing, events, photos and send to Stacy at TV23 who puts them up on scroll.
- Stacy at TV23, Mike Campbell and editor of Saugerties Times (Brian Mahoney) will be the ones to make public meeting announcements.
- Social media pages need to be activated on the website
- 6 URLs have been bought and paid for. Go Daddy account is only for SAC.
- Dan Hopping and Nick Monoco at MC Stech Services LLC manages all the technology for town. They will be creating the landing pages. Barbara will forward password to Dan and Nick. They will send whatever needs to be approved and if it's OK with us they will create the landing pages
- Barbara and Katie will regularly check up on the email box through the town website
- It is important that images be transferred from email to drop box folder when they are received. Email may have limited storage space.

SOCIAL MEDIA

- FACEBOOK

- Isabel has been replying to the few messages that have come in
- Barbara and Robert have been invited as admins.
- Invite your friends to follow and like the page. It's important to grow that base. Easiest way is to individually invite friends
- As an admin, you don't need a password
- Barbara, Isabel and Robert will be admins. Everyone else will be editors (you can post relevant materials)

- INSTAGRAM

- Isabel will set up Instagram account
- SaugertiesArtsCommission @saugertiesartscommission
- What are we using social media for?
- publicizing events
- we need to set up a channel of communication
- mandate is publicizing arts related events in Saugerties
- Criteria for promoting events:
- the event needs to be happening in Saugerties
- the event should be locally sponsored (we need clarification on what "local" means)
- We should be publicizing Saugerties artists events happening outside of town.
- "Events are subject to approval" should be listed

SUBMITTING EVENTS

- Isabel set up a jot form for submitting events. Need to add a field for image
- Is there a way for submitting this form through FB?

- We need this form to collect data about the arts and artists in Saugerties
- Form should be loaded on commission website
- Isabel will create another form specifically for artists
- Look at Art Times Journal submission form for suggestions
(<https://www.arttimesjournal.com>)
- "Saugerties Artists in the News" can be a feature that will promote artists from Saugerties who are exhibiting elsewhere
- This is a difficult subject. Check with town liaison for feedback in promoting Saugerties artists who exhibit outside of Saugerties. How do we promote them?

WAYS FOR COLLECTING DATA

- Google sheet (how do we input info?)
- Can info come from jot form?

MISC

- Approach Saugerties Times about doing an Arts Column. Rotate writers. Tad can act as editor. Bimonthly column would be safe to start. We can use materials submitted through website form to create content. We need a liaison between SAC and the Times. Katie will contact Times to see if this is something they would like to do
- Isabel will set up a SAC drop box that will include many of the things there are needed. Anyone can access the info when needed. If you move a document to your computer it will disappear from the drop box. You will need to copy the document onto your computer.
- Can we meet more regularly than once a month? Or in groups? It isn't working communicating by email. Change meetings to every 3 weeks and in Friday mornings.
- Isabel will look into setting up a separate email for drop box
- Think ahead re getting in on town budget which starts forming in September. Barbara believes we need to provide them with a proposal with how money will be spent. Think about how money will be spent. Activate website? Marketing outreach other than social media (advertising)?

NEXT MEETING SCHEDULED FOR FRIDAY, AUG 2 at 9:30

Leeanne, Fred and Terry Wood should be added to the minutes