

## Saugerties Arts Commission

Meeting Minutes May 5, 2019

Present: Suzanne Bennett, Barbara Bravo, Katie Cokinos, Robert Langdon, Tad Richards, Isabel Soffer, Beth Troxell

General discussion focusing on first steps to take as a commission. The conversation kept coming back to the need for and establishing a database of artists (all genre). Reference was made to using Google forms. The need to keep things as simple as possible at this early stage of development was expressed.

The development of a Facebook page and a temporary logo/image for that purpose. Once launched we can solicit artists to sign up for the database. We talked about available services on line to develop logos and possibly having a contest inviting graphic designers to create a permanent logo. This would be a desirable way to build up connections within the art community and gain some visibility for the commission.

Solicit where/what/when and photos if available for arts related events in Saugerties that could be posted to FB and to build an archive of images for publicity use.

Isobel and Tad are working on a short and long mission statement to use on the FB page.

**Securing domain names.** Two recommended domain names are Saugerties Art Commission and Saugerties Arts. Both are available and they can be purchased through GoDaddy.com for about \$300. This would include 3 extensions, .com, .org, .net as well as privacy for two years.

Barbara will contact the Supervisor's office to ask about funds to purchase the domain names. As well as setting up an email address for the commission through the town and who to contact to develop a page for the town's website.

**Publicizing events** in the Saugerties Times. We discussed possibly having a weekly announcement in the Times similar to the Library's column that will list art related events throughout the town. The events should also appear on the town's calendar (Mike Campbell handles these posts.) We need to develop an outreach process to gather this information. Possible contacts: Saugerties Tourism, Saugerties Chamber of Commerce, local groups and venues.

### **Future Projects**

Katie and Beth expressed interest in and the need to reach out to Saugerties youth.

Suzanne reminded us of her interest in Cultural Mapping. Definition: "**cultural mapping** is a valuable tool for identifying a community's strengths and its resources. This process can help as communities move into the planning and implementation phase by identifying early the resources, efficiencies and links between arts and **cultural** groups, as well as their common aspirations and values."

**Next Meeting: June 9, 9:30 a.m., SSCC, small room**

Submitted: Barbara Bravo  
May 2019

### Addendum

From Suzanne Bennett: "I did find notes from the meeting we had with Fred in April, or was it March? He said we could have a 'few thousand dollars' for 2020, and should submit a budget for a "couple of thousand." Applying for grants was encouraged. He, also, mentioned that we could use the printing resources of the Town for brochures and posters."