



Meeting of the Arlington Commission for Arts & Culture

Date: January 9, 2020

Time: 7:00-9:00p

Location: Main Classroom, ACA

Minutes

Attending: Stephanie Marlin-Curiel, Cristin Canterbury Bagnall, Steve Poltorzycki, Aneleise Ruggles, Stewart Ikeda, Adria Arch, Tom Davison, and Beth Locke

Absent: Andrea Nicolay, Lidia Kenig-Scher, Kimberley Harding, and Cecily Miller

Guests: Ali Carter and Tom Formicola

Meeting called to order at 7:05pm

Approval of December minutes

Unanimously approved

Marketing Processes and Procedures

- Stewart gave an overview of the Guidelines for submitting news and content to ACAC. This document lays out how we can make processes for submitting information internally and to the community more efficient and formatted correctly.
- He also reviewed some goals for better website optimization and evaluation. A web form has been generated to allow commissioners to submit feedback as well as outside orgs/individuals.
- Stewart has asked commissioners to review the guidelines and provide him and Terry with any feedback.
- It was asked if we should be starting to consider how we identify target audiences within these guidelines
- We met our 2019 goal of having over 1,000 subscribers to the ACAC Monthly Newsletter (currently at 1,043)

Annual Report and Report to the Finance Committee

- We have opportunities to contribute to the Arlington Annual Report as a commission

- We expect to be called to speak in front of the Finance Committee. We will request level funding this year. We have already raised as much so far in this fiscal year as we did in all of FY 19.
- Stewart is hoping to have an ACAC presence at Town Meeting this year (putting articles on the warrant at Town Meeting). Either producing a physical takeaway or a slideshow/video for Town Meeting members to view. This could include amending the busking by-law – find some footage to compile into a quick video to highlight ACAC overall
- Warrant articles are due January 31. Tom will take the lead in drafting the amendment to the busking by-law.
- Steve gave a brief update on the current budget and what financials are being presented to the finance committee

Fundraising

- Stephanie and Cristin have been working on building out sponsorship benefits to present to external entities. Benefits will include incorporation of their name/logo on various marketing materials and visible at live events and public art
- They have also developed out acknowledgement templates for sponsorships and contributions
- House Party to benefit Michelle Lougee’s residency will be happening this spring
- We will also be holding an ACAC House Party on Wednesday, March 25
- Chairful will be happening again this year and Adria will facilitate it again
- A suggestion was made to incorporate a silent auction format to the purchasing. Keep everything at the \$100 price point while also allowing people to bid higher than \$100 and not have any chairs leave until the end of the event

Community Engagement Committee Report

- Focusing discussion on ArtWeek - There was discussion on how we can be a useful community partner to organizations who will be presenting events during ArtWeek
- Plein Air painting event in the Heights in Fall 2020 (potential fundraiser) - Lidia and Cecily are currently collaborating on the logistics of this event
- Live Arts – a tentative schedule has been drafted for 2020. Hoping to rely more on artists to be more proactive and collaborative around promotion
- Feast of the East – in transition
 - Marc Gurton and Sarah Morgan Wu are interested in potentially taking on the lead role of running the event this year
 - There is potential there for ACAC to have a presence at this event in a collaborative way
- “Community Table” idea – still exploring the idea of having a public feast where a road is shut down and people come together to eat and connect

Election of Co-Chair

- After a call to commissioners to those who would be interested in taking on the co-chair role, Stewart put forth his confirmation of wanting to be considered for a term of one year

- Stewart gave a statement before voting
- All commissioners (including all absent commissioners by-proxy) unanimously voted to elect Stewart Ikeda as our newest ACAC Co-Chair for a one-year term
- A BIG THANK YOU was given to departing co-chair Stephanie!

New Business

- Trying to go paperless – must request printed agendas
- Operations Plan progress: Currently in process on 23 goals, completed 3
- Tentative date of March 7 for the Volunteer Fair – location not yet determined. Need to secure more nonprofit commitments to make sure there are a lot of opportunities for attendees to engage with. Also, we need to consider how to create draw to this event so the nonprofits have lots of attendees
- Odaiko – donated free tickets to those who do not have the means to purchase them outright for their recent performance:
 - 15 through Arlington Council on Aging and 15 through the Arlington Housing Corp. Those who took advantage of this were asked to fill out a survey when receiving the tickets.
 - Still waiting to receive info on who took advantage of this opportunity
- 30 people in attendance at Michelle Lougee's first free workshop at the Fox Library – excellent energy and response from attendees
- Chamber of Commerce had a successful activation of Arlington Center by identifying 3 artists to paint storefront windows (including our very own Adria Arch!)
- Beth made a request for people to populate the Chamber of Commerce website with event listings
- Stephanie reported on a conversation with Poet Laureate Steven Ratiner about his program ideas and aspirations.

Meeting adjourned at 9:11pm