



## Arlington Commission for Arts & Culture

Date: February 6, 2020

Time: 7:00-9:00p

Location: Jefferson Cutter House Gallery

### Minutes

**Attending:** Cristin Canterbury Bagnall, Steve Poltorzycki, Aneleise Ruggles, Stewart Ikeda, Adria Arch, Andrea Nicolay, Lidia Kenig-Scher, and Kimberley Harding

**Absent:** Stephanie Marlin-Curiel, Tom Davison, and Beth Locke

**Guests:** Tom Formicola and Cat Beaudoin (new Education and Programs Manager at ACA)

Meeting called to order at 7:09pm

### Approval of January minutes

- Unanimous approval of minutes

### Marketing Report

- Stewart and Terry have been working on an internal audit of the ArtsArlington.org site to update language, links, content, etc
- Ongoing work to develop a punch list for the website so we can work on prioritizing further updates
- They have made a lot of updates to the layout
- Stewart has put out a call to the whole Commission to contribute to a more comprehensive audit to evaluate the organization and optimization of the site. He will develop a working spreadsheet by the March meeting for commissioners to contribute to.
- Artweek update – we are an official community partner in promotion of ArtWeek. Stewart is engaging Beth Locke and the Chamber of Commerce regarding the food and hospitality component of ArtWeek opportunities (Not Your Average Joe's has potential)
- There is a potential to host an opportunity for information gathering and question answering facilitated by ArtWeek staff – is there anyone to take it on? Is digital engagement enough? It was determined that timing is too tight to try to initiate an in-person event, but we will continue our outreach through our digital outlets up to and beyond the Feb 21 deadline

## **Budget Report**

- A working draft of our budget presentation to FinComm has been developed in preparation for whenever we are called upon to appear before the committee
- Steve gave an in-depth review of the presentation in its current draft form
- Tom D is currently working on developing a short video to add to the presentation that visually demonstrates some of the impact we've had so far (testimonials, images, footage of performances, etc)
- Commissioners provided feedback regarding language on several slides. Questions were raised regarding how much emphasis should be on past successes versus future goals and initiatives. An additional slide for FY2021 Programming Plans will be added to give context to the financial ask slide
- A suggestion was made to incorporate language about the ACAC facilitating the management of the Cultural District and the additional financial implications that relationship has internally and with the town of Arlington

## **Fundraising Report**

- Adria and Stephanie went to the Chamber of Commerce networking event in January. They made some great contacts and have several opportunities with local business owners about developing relationships
- Adria suggests we have an ACAC representative at any of the upcoming events (on top of our already ACAC-centric event in April)
- Names have been added to the spreadsheet for an upcoming house party. Cristin suggested we actually invite some of these contacts to the April 29 CoC event rather than hosting a house party at this time
- Cristin has attended the Arlington Center Business Owners meeting and has distributed sponsorship information to many more contacts

## **Community Engagement Committee Report**

- There was a discussion around Arlington's Poet Laureate, Steven Ratiner's idea to pursue his "Summoned by Beauty" poetry initiative and whether or not ACAC is going to have an official presence in its execution.
  - There is concern around upsetting residents, and also potentially causing excess litter
  - The commission decided not to move ahead with including its logo/information on any materials
  - A subcommittee of commissioners will meet with Steven to express enthusiasm for sharing poetry in surprising ways during Poetry Month, and concern about "ticketing" cars to do that.
- Drake Village (Arlington Housing Authority) manager Jack Nagle – talked to Adria about a placemaking grant that he is putting together for the housing development
  - The grant is focused on integrating the arts into housing development
  - Adria gave him ideas on how public art could be incorporated into the updates and beautification that may happen to this site

- She talked about the value the we hold as a source for other organizations/entities that may need insight on how the arts can be integrated into residential/commercial development and improvements for those communities
- Steve mentioned an idea regarding how to incorporate more public gardens and native plants along the bike path – may not be relevant to this project, but something to consider for the future
- Chairful – a new addition to Chairful this year will be other furniture aside from chairs will be permitted to be included in the event
  - Adria is revising the guidelines and the parameters of the call for submissions to present the opportunity to the public
  - Still need to decide if we should incorporate the silent auction element into the purchasing process. A suggestion was made to implement a “Buy It Now” option for those who just “have to have it!”
  - Another suggestion was to add a delivery fee to those who don’t want to come back for it later in the day.
- Volunteer Day – Saturday March 7, 2-4pm @ Town Hall
  - We have a handful of organizations. Participating organizations will be asked to promote the event.
  - Contacting local schools, Council on Aging, Senior Center, Visitor Center contacts
  - Give Back Time platform– this event should be listed on the site – if possible
- An article will be included in the Town Meeting Warrant to expand the bylaw definition to include sale of things beyond music (physical art, etc) and also exclude limitations of performances in public parks.
  - The motion to approve the language of the bylaw is unanimously approved

### **Cultural District Report**

- Andrea presented a report on the CDMP and the most recent meeting of the partnership members. During the meeting they talked about plans to utilize the FY20 \$5,000 grant from MCC.
- They plan to implement the Arlington Walking Tour through the gap – they are currently in the planning stage and are starting to develop the RFP for this program. Suggestions include:
  - Find people who are knowledgeable about Arlington and also proficient at conducting walking tours – Tours will ultimately be self-lead but this could kick it off
  - Start at Jason Russell House and stretch down to Capitol Square (could be in smaller segments)
  - Could be contained to an app – Minuteman Voc HS has a web and program development major

## **New Business**

- **Grants Committee Report**

- March 19 – early info session/workshop @ 7:30pm
- April 6 – grants reception @ 6:30pm
- Kimberley presented the report of achievements for FY2019
- Kimberley will be stepping down as Chair of the Committee in late March.

Meeting adjourned at 9:09pm