



CYRUS DALLIN ART MUSEUM Minutes



Date: Tuesday, April 12, 2022
Time: 7:00pm
Location: Conducted by Remote Participation

Members present:

Sarah Burks
Geraldine Tremblay
Ellen Aamodt
Susan Gilbert
Mark DeCew

Others present:

Amy Moyer
Katie Starr
Heather Leavell
Peter Middleton
Chuck Luca
James McGough, Trustee Emeritus

Start @ 7:08 pm

Minutes:

1. Welcome

S. Burks welcomed everyone to the meeting, including Trustee Emeritus James McGough, and reminded people of the upcoming Patriots' Day event on April 18. She asked for people to consider becoming a chair or co-chair of the board. A co-chair is urgently needed.

2. Summary of Action Items from last meeting - Chuck

Chuck confirmed that the Town of Arlington has committed to holding Town Day on Sept. 17. He will reach out to all our artists and get information from them that they're willing to come back. At the next meeting, he will identify the application form. We agreed \$50 would continue to be the fee, as it was the last time.

Cyrus Dallin Art Museum Minutes

Naming convention for the Flagstaff Personage “Woman Leader” - Heather has been working on the labels for the new exhibit. Complicated to figure out how best to name her. We don't need to address it in our signage for now because the piece isn't in the gallery. On our virtual tour, we call her Woman Leader. TBD - currently in process, says Heather.

Shared calendar option - Sarah says she hasn't been using it but Nancy has for docents. Sarah will follow up with Nancy on this.

Museum gift shop item replenishment - Sarah says she has sent the museum store products link to Heather. Heather would like to replenish magnets. Still in process.

Cleaning service - this has been completed.

Building services - No new squirrel sounds. 2nd floor duct - Heather has taken photos of it and will send to Nancy to see if Kevin Blanton will do it for us. 2nd floor wall holes - Heather got a reasonable quote on paint and thinks we should do it ourselves. Back door - has been ordered. Chuck says it is imminent, and asked them for update on storm door. Family room brick hearth - some structure has been stabilized, but an “unusually shaped brick” is missing. Chuck will check in with that. Cutter Gallery thermostat has been resolved.

The Patch online news - Sarah says it's very easy to post after creating a log-in. Nancy can also do it. Team effort with Heather on social media.

Rescheduling monthly meetings starting 05/22 - Tracy was going to make sure we had the Cutter Gallery reserved through the town planning department. Chuck says he can take care of that.

Mark - asks if we can replenish sign-in sheets for visitors to the museum. He and Peter Middleton would like to see bigger spaces for visitors to write. The sheets will be reformatted. Mark says he can take that on.

3. Approvals & Consents

Ellen made a motion to approve the minutes of March 8, 2022, as corrected. Mark seconded. Unanimously approved by roll call vote.

No reimbursement requests. Ellen will give Heather receipts from Staples for the handouts to give to people at the Patriots' Day event.

4. Digital Programs & Outreach

Sarah gave an overview of Dallin's social media followers for the month of April. We continue to grow on Facebook (843 followers) and had a 5% bump on Instagram (537). Significant new followers: Longfellow National Historic Site (over 7500 followers on their IG account, so tag them on posts about Patriots' Day event) and Youth Counseling Connection. The Massachusetts Program on YouTube continues to be one of the most watched. Sarah asked people to continue to like and share Dallin's posts on social media.

Cyrus Dallin Art Museum Minutes

Katie presented slides recapping the data from the social media survey of board members and Dallin volunteers. Heather will check in with the directors and Heather and Katie will check in about providing slips to parents and visitors on Monday's event with URL to social media survey. Katie will then work on expanding the social media survey to our followers on social media.

5. Operations/Facilities

Nothing new beyond Chuck's updates above.

6. Volunteers' Report

Sarah shares from Nancy: 22 visitors between March 5-April 9. No upcoming tours planned because of the closure of the museum after April 19. Nancy will recommend the walking tour or visit to the flagstaff if people contact her about tours.

Mark and Katie both gave general updates on visitors.

Board of trustees election - if anyone reaches out to Sarah about being a chair, co-chair or vice chair, we can have that election.

7. Arlington Engagement

Business Community Update - Ellen said the program is set and speakers are ready. Extensive media contacts and has reached out to the Chamber of Commerce so they know. Aiming for 30-40 people for turnout. Ellen will start on Wednesday April 13 to remind people who contacted social media and other groups to remind them on Friday April 15 of the Patriots' Day event.

Planning Department Update - Heather said four people have signed up for sculpture workshop and she continues to post on social media groups. Nancy has sent out to PTOs of the schools (5/7 or 8 schools where we have their email addresses). 16 is the max of people who can sign up, but Heather is aiming for around 10 students. Chuck and Geri will be volunteering at the workshop. We have the tools and tarps from last time the workshop ran, and Heather will check to see the black beads. Chuck said the instructions for the bear and the rabbit have been done. He will send the file to Heather so she can print them in color.

Arlington News releases - Susan sent press releases to the Advocate and Our Arlington. She is asking the Advocate to put it on the front page for as much publicity as possible. Susan asked about a handout to give to attendees. Ellen picked it up on Tuesday (she printed 60 of them).

Sarah asked if a press release is needed for closure of museum? Heather said there is a notice on the website on two different pages but thinks a second press release would be helpful after we clear the Patriots' Day event. Focus will be on building excitement for reopening. Agreed that closure is mid April - mid July, and that press release should go out next week for around April 28. Susan will work on that. There will likely be an open house or event that we will want to publicize for mid-July. Susan will send Heather the schedule and info request.

Cyrus Dallin Art Museum Minutes

8. Continue planning discussion from last month (20 min)

Chuck has more on Arlington's Town Day, Sept. 17/22. We will be open 10-4 pm (an extra hour beyond the end of Town Day, to catch the traffic). Chuck will reach out to the Planning Department to see if he can get a plot plan.

Additional calendar items from Heather: Andrew Day has set aside a number of days over the summer to resume walking tours, beginning May 27. Susan will coordinate this information into the "we're closing" press release. Dates are May 27, June 30, July 21, Aug. 25, and Sept 22, all Thursdays at 5 pm. Andrew would love to have help with these walking tours at some point. Nancy will put these events on EventBrite and start advertising them as the dates get closer. Geri will talk to Andrew about taking one of those dates and guiding the tour. Susan is also interested. Discussion of rain dates - Heather said it should be up to the tour guide.

Other committees - Ellen, Chris, Andrew and Heather have been working on a new sign. Heather said the temporary sign permit has been granted. She's going to order that and it will stand in front of the museum. Still working on the logistics of the banner and free-standing sign for the museum in the Green. Chris has done the design work, now working on the hardware that is needed, the material, and cost. Once information has been gathered on all of that, it will be shared with everyone.

Will talk more next month about a Programs committee.

Sarah says there is still a vacancy for someone to be an Arts Community Liaison.

9. All Other Business – (15 min)

Board of Directors update: Geri said both the Board of Directors and Collections Committee approved bidding at auction on April 13 for a statue of a small seated woman by a student of Dallin's. Up to \$500 has been approved to purchase the statue.

Heather summarized membership program conversations by the Board of Directors. We've come up with ways to streamline the membership program. Two levels now - \$50 and \$100. Fully tax deductible donation for higher donations too. Heather said this will cut down on administration of the membership program. \$50 donation will have one vote attached to it, and \$100 donation will have two annual meeting votes attached to it. Benefits have been adjusted to better reflect Dallin's legacy and values. Will focus on what their funds are doing for others in the community and nation. For example, the \$50 level will go towards funding sculpture classes for kids and gallery activities. The \$100 level will go towards the Art Box program, a portion going to supporting Indigenous children's access to the arts, something Cyrus was passionate about.

Geri gave an update on recruiting a new treasurer - there is a new treasurer, Heather LuBold, a bank branch manager in New Bedford. Our retired treasurer will onboard her.

Sarah brought up in-person meeting next month discussion - discussed the latest variant. Mark was against a hybrid format. Geri raised the issue of seniors not wanting possible exposure. Agreed to hold a remote meeting in May and will discuss again then. The Cutter Gallery room has been booked for the second Tuesday for the rest of the year.

Cyrus Dallin Art Museum Minutes

Update from Heather - \$200 donation from visitors after getting a tour from Peter. Wow!

Sarah has gotten in the annual printed report to the town offices by the deadline.

James McGough said thank you for the donation for the two hearing aids that are being used and operating well.

10. Identify new Action Items

No new action items.

Meeting adjourned at 8:30 pm.

Next meeting is scheduled for May 10th at 7pm.