

Arts and Culture Advisory Board
Meeting minutes
October 23, 2019

***In attendance:** Jess Collier, Kathy Ford, Kirk Sullivan, Sadie Posdzych, Dylan Van Cott, Emilie Allen via phone, Jamie Konkoski, Melinda Little, Pendragon Theatre President Holly Wolff*

3. Public comment: Holly Wolff introduced - no comment, just there to observe.

4. Sept. 25 minutes approved with one amendment: Kathy wants to do more than just lampposts; she will look at all other public works amenities and similar kinds of items that present a potential for public art. Jess will be removed from that.

5. Continued look at action plan:

- A. Emilie is interested in working on dumpsters and other amenities. She'll work with Kathy on that. They can possibly split it up by one of them looking at privately owned items and one of them looking at publicly owned.
- B. Shaun and Jess will look at art installations for downtown, with Shaun interested in focusing on murals and Jess interested in sculptures.
 - a. New Pendragon Theatre may have a wall toward Church Street and they might be interested in a mural. The DRI plan also noted Grizle T's and Nori's as potential mural locations.
- C. Sadie is interested in working on establishing unified social media branding.
 - a. Kathy would like to come up with a unifying hashtag that all arts orgs in Saranac Lake can use. Maybe we can take 15 minutes to brainstorm that at another meeting.
 - b. Sadie suggested that it may be beneficial to do a Facebook page that aggregates Saranac Lake arts happenings. Others were concerned about adding to the noise of events - perhaps a group would be a better way to go, or just a unifying hashtag.
- D. Photo bank - As part of the social media initiative, Sadie will head up creating a photo bank of all the things that happen with the arts in Saranac Lake, including/especially the activities developed by this committee. She would be willing to take on making that happen. The photos can then be shared with ROOST and other organizations to help with marketing.
 - a. This effort will also play a big role in some of our other initiatives, including the arts publication.

- b. Steps involved in building photo bank
 - i. Make list of events that we will get photos of.
 - ii. Assign taking photos.
 - iii. How to keep them will be a challenge. SmugMug, Google, village server are all possible solutions.
 - iv. Priority will be high quality photos.
 - v. Can be a recurring agenda item - who is around to cover these upcoming events?

- E. Shaun, Kathy, Emilie, Sadie and Jess are all interested in working on the arts publication.
 - a. Since there were several ideas floated in this area, this item was clarified. It will be an artistically designed brochure with lots of great images of the arts in Saranac Lake that would promote the arts more. It would not time bound or list event dates, and it should last for a few years.
 - b. Kirk is involved in planning the visitors guide for the chamber, so there might be opportunities for collaboration. They are looking at revamping the existing one quite a bit.

- F. Did Shaun want to work on the unmet demand priority?

- G. Sadie will work on the shared online activity calendar.
 - a. The needs assessment will be important with this one, since several activity calendars already exist and the best idea may be to work with an existing one to create what we're looking for.

- H. Jamie informed us that the county is expected to announce by Nov. 1 destination development grant fund for small projects. This is a potential source of funding for small projects like projection art, rain poems and public amenities. We don't know yet how long we'll have to submit applications, so for the people working on those smaller projects, it's a good idea to think about budgets ASAP. For this funding, the project will have to find a 50 percent match; the village has a small fund that could help, up to \$500ish.

- I. Subcommittees:
 - a. Public amenities - Kathy, Jamie and Emilie will plan to meet about public amenities so Jamie can fill them in on what work has already been done by the village and other boards so far.
 - b. Public art - Jamie will also meet with Shaun and Jess on public art.
 - c. Empty storefronts - Dylan can talk to Susan and have a concrete list of ideas by February so hopefully some projects can be done over the summer.
 - i. Jamie noted that this project may have a lot of overlaps with the Downtown Advisory Board, and they may have a good idea about which building owners will be open to something like this, so it will be good to

collaborate with them. Jamie will try to put together a meeting between everyone in January.

- d. Arts publication - probably won't be able to get this together for this summer, so we'll focus on getting high quality images this summer and then start planning the format in the fall. Kirk suggested we have a conversation with the chamber before the summer. Maybe a subcommittee meeting in April.
- e. Each of the small projects can work on their own and create their own timeline and report back.

6. Old business: Sadie brought in her form proving that she has sexual harassment training.

7. New business: None

8. Adjourn