



Arts Council of Glen Rock

Sunday, 2/9/2020 — 10:00 am-12:00 pm – Boro Hall

Respectfully submitted by Jamie Sporn and Patti McHugh

In attendance: Amy Martin, Patti McHugh, John Blackman, Alison Bloomfield, Michele Keller, Mona Milbrodt, Jamie Sporn, | Heather Corey, Stacey Gilmartin, Lisa Hahn, Anthony Ranieri

Treasurer's Report – from Patti McHugh

2/9/2020 Income Statement

| | |
|---|-------------|
| Membership Income | \$1,297.00 |
| Donation or other income | \$ 50.00 |
| | <hr/> |
| | \$ 1,347.00 |
| Expenses: | |
| Start up: 501 3c & Fed. ID # | <hr/> |
| | \$(353.50) |
| Internet/website set up (includes calendar upgrade) | <hr/> |
| | \$(127.26) |
| 125th art supplies | <hr/> |
| | \$ (81.48) |
| Pay pal fees | <hr/> |
| | \$ (11.30) |
| Miscellaneous | <hr/> |
| | \$ (4.33) |
| | <hr/> |
| | \$(577.87) |
| <hr/> | |
| Check book Balance | <hr/> |
| | \$ 769.13 |

Membership Update – from Patti McHugh

Total number of paid non-board members: 37

Film Event – February 29

- Amy announced that GRTV will partner with us in terms of set up and equipment!
- Goal: 100 audience members, space capacity = 250
- Event 2/29 at 5:00 PM, doors open at 4:30 PM Open Seating
- Flyer, ticket discussion, revision

Future Possibilities

- Collaboration with the schools, outreach to film/video/broadcast students, Michele has a contact – Mara Siegel - at GRHS
- Discussion of partnering with schools, creating a student-led subcommittee of ACGR, per Alison's suggestion, similar to those of Fair Lawn Arts Council, Ridgewood Arts Guild

Pre-Event Promotion (Short Films):

- Update website and social media -- Mona
- Posters around town – Patti
- Include in town email blast – Amy
- Write a small press release for this event – Liza?
- Post on NorthJersey.com site ([eventful](#)) – Lisa Hahn's suggestion - Mona will forward her the information.
- Get flyer posted/event promoted at GRHS. – Alison?
- Invite Simon Toffell or John Arehart to photograph the event. – Liza?
- Get incentives from local businesses to offer 10% off (or similar) to eat in town afterwards.
 - Amy will cover Jalepenos, Turvino and Iachettis.
- Liza – can you contact Stone & Rail, Tani, Rock Sushi, John's Boy, and Francesca's?

Organizing/set-up on the night of the event:

- Can all board members be here at 3:30pm to set up?
- Name tags for board - to be used at every event – John B. will look into this
- Introductions
 - Have Jon Cole write a brief introduction to be read by Amy – Amy will ask him
 - Who we are – Amy and Heather to talk before we run the films. Please remind audience to fill out and hand in "voting slip" at the end of the presentation.
- Check in-table – Patti will be stationed with paid members list, will need another person and someone to help with snack purchases.
- Membership table – Shared with check-in. Perhaps we could post a QR code (on an easel) that links directly to PayPal site – with \$25 pricing explained. – Mona will provide QR code
- Q & A afterwards? Possibility of tallying responses to films.
 - Anthony suggested a program of sorts that asks for data - voting, will include info on membership.
 - A playbill-type program is in the works – 8 ½ x 11, two-sided printing. Must be folded. Who will print it? Mona has a draft – posted Feb. 1 on Slack under Short Films.
 - Can voting slip be inserted into each program? Who will design it? What should it say?
- Food and refreshment table – Will offer popcorn and small snacks for purchase. Free water. Lisa Hahn will go to Costco for snacks. Alison will bring two water vessels

Jan 24 Membership Appreciation Event – Recap

- Overall, it's a good annual event to repeat.
- Comp tickets to film festival as a thank you for our supporters: Tara at Creative Den and Meiganne Serrano.
- Amp up our social media after events and have a "thank you" process for our sponsors after events – Alison suggestions

Membership Appreciation recap (continued)

- Ideas:
 - Create/strengthen connections via online platforms – promote arts events of members. (We do this now and then on Facebook, but could extend.)
- Photographer (hired volunteer) is a MUST at each event – Simon was supposed to attend Jan 24 as town photographer. What happened? Can Liza reach out to Simon and give him a heads up on upcoming ACGR events: Feb 29 Boro Hall, March 21 GR Library, and May at Arboretum? Otherwise, we need time to make arrangement with someone else.

Makers Space Event at GR Library – March 21

- From 10:00am - 2:00pm
- ACGR table will feature bookmaking, accordion style, bring decorative supplies – Mona can offer Michele some washi tape, if needed!
- Need paper, glue sticks, decorative materials. Cereal Boxes for book covers – John will collect at the Library and will cut to size. Bring any boxes to next meeting at Alison's on Feb. 27.
- Michele, Jamie, Patti and Lisa will assist. – Will John assist or will be occupied with Library role?
- Michele and Jamie will assemble on 3/20 the night before

Spring Sketching at the Arboretum

- Need date – Sunday in May preferred, since more colorful environment. (not 5/10 Mother's Day or 5/24) John B. will contact arboretum about May 17
- BYO supplies

Other Ideas from members

- Stacey Gilmartin briefly started to share her ideas cited at Membership Appreciation –we did not get through all of them.
 - Grad Ball
 - How to preserve the 18 months' worth of work and talent for wider appreciation before tear-down within 48 hours of event. Idea to stage in another GR location, such as pool pavilion for viewing, events, etc. This is a big long-term project. Too much for our group.
 - Discussion on showcasing Grad Ball art and photos, etc. capturing history of Grad Ball, keeping its history and tradition alive. Maybe start with ACGR & GR Historical Society partnership on joint project to maintain information. John Blackman has a connection with GR Historical to discuss with them.
- GR Street Fair – Lisa Hahn suggested an ACGR booth that allows artists who are ACGR members to promote themselves - business cards, displaying one art project, etc. How much would table cost, reduced rate, who would pay, use a tent? Would Felicia Halpert (Chamber of Commerce president) waive fee? Cross promote between members who have their own tents and ACGR. Lisa said she would check into and explore idea.

Other Ideas from members (continued)

- July 4th Parade – Carry sign, design float, display artsy stuff in a viewing tent, hand out membership info? More discussion needed, starting with... who's around then? Angela Vila would know who's running it this year.
- Art On a Cart – Michelle/Heather proposed their visiting artist activity, an elementary school collaborative project workshop series with ACGR as liaison group. Once a month, hope Hamilton Principal Irene Pierides will allow them to do it for After Care, which actually comes under the Community School umbrella ([Allison De Meulder](#)). No cost to ACGR, Michelle/Heather will use extra art supplies they have. Will revisit at next meeting since a majority of ACGR board wasn't there.
- Promote Local Artists – Consider and organize for the future. Heather suggested including a rotation of artworks on display for GR Boro Council meetings.
 - Use such displays as an inducement/promotion for ACGR Sunday board meetings?
 - Meet & Greet (and Purchase) could augment/incentivize attendance at an existing event?

NEXT MEETING

Thursday, 2/27, 7:00 pm, **tentatively** at Alison Bloomfield's house – 69 Hillside Avenue. **Final location TBD.**

- Discuss music concert spring/summer – see if we can secure a date, and [Thursday Eve Collective](#) with their dynamic lead singer. ACGR member Peter Deutch is (or was) in the band!
- Grant review
- Review future Ideas, based on Michele's summary from Jan 24 guest suggestions.
 - Communal Feast for May/June 2021 – This is Amy's pet project! Alison clarifies the vision. Will put committee together shortly.