



Arts Council of Glen Rock

Thursday, 2/27/2020 — 7:00pm-9:20 pm – GR Arboretum

Respectfully submitted by Michele Keller

In attendance: Liza Arnao, John Blackman, Alison Bloomfield, Michele Keller, Mona Milbrodt, Patti McHugh | Tom Scerbo, Jessica Rosen, Dina Rosen

Arbor Day Art Show

- Arbor Day is Friday, April 24
- Reception: Sunday, April 26
- Deadline to submit would be March 23
- High School artwork only – Students will submit and then the show would be juried by teachers or Arts Council? The conversation was unclear with an answer to this.
- Tom Scerbo wanted to give students opportunities, get people to come and check out the art and the space. Give students the opportunity to thrive in our community through art.
- He wants us to hang the show and display the work. He has hanging wires in the conference room that he wants to use to mount/display artwork.
- Questions left unanswered:
 - Will the art teachers at the HS be in charge of curating the show?
 - Who is hanging the show?
 - Who is framing the 2D art?
 - Sculpture – Will it be displayed on tabletop?
 - All art forms?
- Possible Judges:
 - Council member(s)
 - Jim Nonas
 - John Arehart
 - Helene McGuire
 - Lisa Hahn
 - Vicky Katzman
 - Len Greer

Short Film Event - February 29, 2020

Claudine and Heather to hand out programs at door

Amy and Heather announce and welcome

- Nature Sketching event flyers printed for handing out at event
- Mailing list sign up
- Voting cards in programs

Discussed creating a card to be inserted into program that can have our info on it. Michele to create a small postcard-size insert including the following:

- Social media
 - Instagram
 - Facebook
 - Website

Makers Day – Saturday, March 21

- Michele, Jamie, Patti, and Heather Corey
- Meeting at Michele's house on Friday night, March 20
- We will make samples, cut paper and finalize supplies for the event

Concert "Thursday Eve" band

- Dates discussed for the concert: Friday, June 12 or Saturday, June 20
- Tentatively decided on June 12 - Check with Arboretum for date: Amy to do this?
- To avoid conflict with the Annual June Meeting, moved June meeting to Sunday, June 7, which is a regularly scheduled meeting date
- Thursday Eve would play two 45-minute sets
- Food Trucks were discussed, ice cream truck in pool lot?
- Charge a fee for concert or free?
- Time: 6:30pm - 8pm
- Get another band as an opening act? Possibly from GRHS? (Glenstock is around this time)
- Possible alternate location to Arboretum —the lawn of Borough Hall?
- What is the law about alcohol on site? Patti will ask Stacey Gilmartin, who organized the Holiday Shindig
- Do we need a crossing guard?
- Will we need security? Amy can find out

Pride in the Park – June 6, 2020

- Holly Goshin is the contact
- Collaboration with the Arts Council: We will set up – Alison is the ACGR lead

Glen Rock Public Library

- Curator Job opportunity – Check website for job posting
- Mona offered to do a Facebook post about it (If it's okay with the library?)

Collaboration with GRHS

Alison discussed her meeting with faculty at GRHS

1. Moth Story Slam, 3/12/20 in Glen Rock cafeteria. Run by Randi Metsch-Ampel
 - a. A fundraiser organized by the 7-Elements Social Justice Club, proceeds will go to the Georgie Badiel Foundation, admission fee is \$5, additional donations encouraged.
 - b. Theme: "Enemy is the name of a person whose story you have not heard."
 - c. The public is welcome to attend; stories will only be told by GRHS students who signed up and have carefully crafted their stories.
 - d. There will be sweet treats available.

<https://theglenecho.com/2020/02/28/a-moth-to-a-flame-seven-elements-moth-story-slam-attracts-the-brightest-of-story-tellers/>
2. Coffee house is 4/22. Details to come.
3. Friday, May 15, 2020 is Teen Arts

<https://co.bergen.nj.us/cultural-historic-affairs/teen-arts-program>

"IT and Marketing" Plan

We have a need for an "IT and Marketing" plan and a procedure for how we communicate internally, with the public, and how we store documents.

- IT "go to" pro – Howard Spaeth of H Grant Designs is a knowledgeable super nice young guy who lives in Glen Rock. Are we bringing Howard in as our IT "go to" pro? He offered his services free of charge.
- Dropbox – Do we have an account yet? (Information and graphic design storage) Mona warned that free version, if it still exists, will not have the bandwidth to accommodate graphic storage. Recommended looking into \$9.99/month version, if they still offer it.
- Passwords – need to be recorded/stored somewhere. A password file can be stored on a private document in a Dropbox account. We should discuss who has access to passwords - all board members?
- No personal names/emails/PWs – We should be using the Arts Council's email address and passwords for all platforms. The passwords can be shared among all board members, or just with the Arts Council's presidents and each platform's administrators. This way if any individual board member/owner is no longer able or willing to run a platform, the platform is still under the Arts Council.
 - Amy is now the administrator of Slack, owner email is now the Arts Council's email.

The Arts Council's Current IT Platforms

- Each requires owners and administrators. It's critical that the organization owns these platforms and understands how to use them:
 - Website - Mona (Public communications)
 - Facebook - Mona (Public communications)
 - Mailchimp - Mona (Public communications)
 - Instagram - Michele (Public communications)
 - Slack – Formerly Alison, now Amy (Internal communications)
 - Pinterest – Alison to set up (Internal communications, with public potential)

Art Classes at Elementary Schools Aftercare Programs**

- Heather Corey and Michele Keller are the leads
- Art classes at Hamilton after school (collaboration with After-Care Program)
- Heather composed an email to Principal of Hamilton and will ask about the program and discuss the collaboration.
- Future discussion could be about teaching adult classes and offering them to members (possible location – Creative Den to host art class)

** Not pursued yet because Michele/Heather are waiting to hear from all members of the council. Michele wants Liza and Amy both involved in the discussion.

BOD positions to be filled

Potential candidates for Secretary position:

- Merri Kapiloff (possible Secretary when Jamie can't be there)
- Jennifer Baldacchino

Artist List

- Alison is adding to the list as new artists come to attention
- What is our approach to asking them to join and become members? We don't want to sound like we are begging for their money.
 - Survey artists regarding how they see an arts council organization helping them or what they would like to see offered? Possibly not asking electronically; would it make sense to invite for an informal chat/coffee-type approach?

Meeting Minutes

- Should Meeting Minutes be available to the public? If you are a member you should be able to see the minutes. Members can request minutes via email.
- Differentiate between Board of Directors meetings on Thursday weeknights vs. General Public Meetings on Sundays
- When next meetings are noted on minutes, make sure to explain type of meeting, when and where it is at the end of last section. Distinguish the meetings as follows:
 - All Members – Public Meeting
 - Board of Directors Only Meeting

Upcoming Meetings

- March 15, 2020 – 10am at Borough Hall – All Members – Public Meeting
- April 2, 2020 – 7pm at location TBD – Board of Directors-Only Meeting