

Ballston Spa Committee on the Arts

Minutes 5/3/2023

Call to Order - 7:05

Pledge to the Flag

Attendance/Introductions - Ashley Bush, Emily Bartell, George Long, Cathy Hackert, kate van buren

Approval of the 4/19/23 minutes - Approved as is.

Old Business

Action item review - under separate cover.

2022 - 2023 Budget report - under separate cover.

Planters - awaiting direction/approval from the Village Board re: placement of the 3 current Village-owned planters. Decision - while we will accept orders for new planters if requested, we will NOT proactively seek to sell any additional planters. We will clearcoat our 3 planters to protect them from the elements while we await placement direction.

New Business

Branding/Marketing next steps - Intent: Digital consistence →

Brand standards → Intro cards/flyer → Village survey

1. Update on Website domain and info email - We will verify we can purchase the new domain (with email) and point it to the old one until we can build the new website. This will allow us to move forward on printed collateral.
2. Update on Social Media tags - complete with consistency check. We would like to put out a call for artists to create the pic for each SM site. Need to figure out how to recognize/reward them.
3. Update on design standards for intro card, letterhead, flyer - complete. Goal is to use new domain name and tags on all collateral.

Gratitude/Appreciation for pro-bono services and contest winners

2024 Budget reviewed:

<u>Project</u>	<u>Funds requested</u>	<u>Funds granted</u>	<u>Grantor/Funder</u>
Sounds of Summer/Winter	\$2,500	\$2,500	Saratoga Arts
Website	\$500	\$500	Village
Flyer	\$750	\$750	Village
Photowalk	\$1,000	\$1,000	Village
Banners	\$5,000	\$2,500	Village
Plein Air	\$2,350	\$2,350	Village
Total	\$12,100.00	\$9,600.00	

Project progress report - Group A:

Survey of the village* - note: this survey will be used for 2 purposes. First to capture current art in the Village. Second to capture opportunities for future art exhibits in the Village. Awaiting branding/marketing work to be complete (* [collect on the B SPA map spreadsheet under separate cover](#))

‘Holiday’ promotions - will resume this work once we get the branding items worked out

Community Bulletin Board rehab - awaiting school year to finish

Library projects -

Tiny Craft Library - It was agreed that the Committee on the Arts (as an entity of the Village) should not own any further items (e.g., planters, the little library). Therefore, we will invite the Library to oversee the Little Craft Library (including the structure). We will offer the Little Craft Library structure to the Library AND offer to present and place it in early July. Also, we will invite the public to offer safe (e.g., no spray paint, needles) supplies to put in the crafts box.

Craft Classes - ready to send call for instructors to anyone who has signed up on our website, all artists in directory, all followers of social media.

Fiber arts meet-up - separate from the craft classes - put out this call at a later date

Author presentations/Book Signing - met an author at the SA award ceremony last weekend and offered this opportunity. Will see if she follows up once published.

BSBPA partnership - next meeting 5/15 at 6:30 at BACC

5/5 First Friday - photos needed

Project progress report - Group B: all projects approved. Next meeting we will assign project leaders for Photowalk/map and Street Banners projects.

Photowalk/map

Street Banners

Plein Air classes - Cathy

Sounds of Ballston - Cathy. awaiting confirmation of dates, musicians' union funding commitment. DRAFT schedule:

7/30 (jazz/concert band)

8/13 (jazz/concert band)

11/12 (string quartet)

12/27 (string ensemble)

Chair's report - n/a

Public Comment - n/a

Reminders:

2023 schedule of public meetings for the Committee of the Arts:

May 17

June 7, 21

July 5, 19

August 2, 16

September 6, 20

October 4, 18

November 1, 15

December 6, 20

Next Meeting

Next meeting – May 17th (Emily will not be in attendance)

7 pm

@ Library Community Room

Adjourn - 8:15

Ballston Spa Committee on the Arts - Mission

To foster and advance artistic and creative efforts in the Village's public spaces in order to enrich and enhance the quality of life in our community.