



Ballston Spa Committee on the Arts
66 Front Street,
Ballston Spa, NY 12020

Ballston Spa Committee on the Arts

Minutes 8/2/2023

Call to Order 7:02

Pledge to the Flag

Attendance/Introductions - Emily Bartell, Cathy Hackert, Sander Bonviell, Trustee Ben Baskin, George Long, Trustee Bernadette VanDiense-Perez, Ottavia Huang, kate van buren

Approval of the July 5 minutes - Approved, no changes

Old Business

Action item review - under separate cover.

Planters Watering schedule - George week of 8/5. Cathy week of 8/13. kate week of 8/20.

Branding/Marketing next steps -

1. Website site map for revamp - existing site map created; Anne/kate/Emily to connect to create new map
2. Business cards - complete; distributed to present members
3. Flyer - need to create QR code first then work on content (Emily and Katie)
4. Social Media cover pic - we can pay an artist but not gift one; we need a specific call to artists - kate to draft specifics and share with Emily and Ashley to refine and post

BSBPA partnership - Meeting 7/17 report out. Next meeting is 8/21 at Brookside (kate? to attend).

New Business

Project progress report - Group A:



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Survey of the village* (Anne/Ashley)- no update (* [collect on the B SPA map spreadsheet under separate cover](#))

Social Media Calendar/‘Holiday’ promotions (Emily) - no update yet
Community Bulletin Board rehab (kate) - Eagle Scout identified, project funded, wood worker identified.

Library projects (kate, Ashley)

Tiny Craft Library (kate) - need to follow up on last month email re: new, simpler ideas

Craft Classes (kate) - Journaling class: ~10-12 attendees; all very complimentary; need to follow up with a possible 2nd class

Fiber arts meet-up - holding until fall

Author presentations/Book Signing - no action yet; focusing on first 2 projects.

Project progress report - Group B:

Photowalk/map (Ashley) - no report

Village of Friends Street Banners (Katie) - no report

Plein Air classes (Cathy) - slow getting sign-ups due to little marketing/communication; had 15 signups (maxed at 15); 2 no-shows. Good weather and positive feedback; Already signed up 1 attendee for September; need much better advertising to get signups. Ideas: Talk with Paint-n-gogh to show a flyer; post on social media; Press Release with next 2 events; Flyer with upcoming events to dbTrends, BSBPA (Plein Air, Sounds of Summer), and Village Website

Sounds of Summer (Cathy) - first concert; 31 attendees; not enough publicity. August 13th is the next concert; 3:00@Brookside. Jazz band. Need facebook event to be shareable.

8/20 Family fun Day - The Village events task force invited the Arts Committee to identify an appropriate craft and volunteer (as the COA) at the event. Event Quiet hours are 10-12; General hours are 1-5. (Best Suggestion is Kindness Rocks - Posca Markers). After the meeting kate reviewed the idea with Ray Otten of the events committee. He likes the idea and will come up with the supplies.

ASK proposal review - ASK has submitted a proposal (“Ballston Spa Shines”) to the Village to include banners and garbage can art in support



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of next year's birdhouse project; the Village has sought our review and feedback.

Mural - discussed reconsidering the project for next year's budget. Once a 'paint-ready' wall is selected and approved we can put out a call for artists to develop proposals. Then we will need to consider funding options. (Consider the Union Fire Station south wall). Bernadette will ask the fire chief to consider it.

Budget review

Chair's report - n/a

Public Comment - no additional

Reminders:

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

August 16

September 6, 20

October 4, 18

November 1, 15

December 6, 20

Next Meeting

Next meeting – August 16th

7 pm

@ Library Community Room

Adjourn - 8:17

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.