

Stowe Arts and Culture Council

**Minutes of regular online meeting of the Stowe Arts & Culture Council**

Tuesday, June 1, 2021

In attendance: Rachel Moore, Chair, Mort Butler, Lynn Paparella, Vice Chair, Charlotte Kastner, Cheryl Casey, Beth Liberman, Sharon Harper, and Hope Sullivan, Clerk

Also in attendance: Cindy Weber

Meeting was called to order at 9:04AM

On a motion duly seconded the minutes from May 4, 2021 were approved.

1. Introduction/Welcome New Members
  - a. Three people applied for the two open positions. Cheryl and Beth have been selected by the Select Board.
    - i. Cheryl has been on the Stowe Theatre Guild Board for 3 years. Introduced herself, her background, and commitment to arts.
    - ii. When she first moved here, Beth joined the Stowe Jewish Film Festival and became its rep to the SACC. Introduced herself, her background, and commitment to arts.
    - iii. Cindy Weber has been at the library for 9 years and will be the town rep to the SACC replacing Tom Jackman.
2. Updates and Reports
  - a. Mort, Lynn, and Kelly met to talk about Stowe Arts Summer. Kelly will do a new spreadsheet for this summer's events.
  - b. Sharon sent a marketing plan for Stowe Arts summer – tentative budget of ~\$1,500. Hope suggested remainder be applied to a FPF campaign. Cindy processes all payments. Vendors should bill town directly.
  - c. Cindy clarified that town policy is that employees/committees won't pay directly. Cindy has to pre-authorize. Main concern is town should not pay taxes and don't want to support personal purchases.
  - d. Mort updated that the current domain is owned by fixPC and part of a dozen domains owned and in order to transfer it's a bunch of paperwork and the actual website is owned by the Current so squarespace also needs to get transferred.
  - e. Current spent is godaddy, Mort reimb ~\$60 and Rachel will find out how much Current needs to be reimbursed for Squarespace.
  - f. Charlotte, Rachel and Hope met to discuss the town plan. There are three pages in total that we are looking at updating. Work is in progress.. Current town plan located here: [https://www.townofstowevt.org/vertical/sites/%7B97FA91EA-60A3-4AC6-8466-F386C5AE9012%7D/uploads/STOWE\\_TOWN\\_PLAN\\_adopted\\_6.8.15.pdf](https://www.townofstowevt.org/vertical/sites/%7B97FA91EA-60A3-4AC6-8466-F386C5AE9012%7D/uploads/STOWE_TOWN_PLAN_adopted_6.8.15.pdf)

### 3. Finance Discussion

- a. Only have until the end of June to spend the remaining \$\$ so need to figure out who will be the designer. Kelly working on new Stowe Arts Summer materials. Rachel shared raw files with Kelly and Mort.
- b. Beth suggested a lawn sign or sticker at each site of Stowe Arts Summer. For banner group discussed simply changing Week to Summer and replacing dates with the url. Logo will not be changed.
- c. So a banner, brochure – design, update, and printing all set. Sharon will be in charge of getting FPF ads for summer.
- d. Lynn suggested Stowe Arts Summer and a link in the signature line of our individual emails.
- e. Because we are a town entity we no longer have members, are there organizations missing from the list? Charlotte is compiling a list of arts organizations, businesses, and groups.
- f. Cindy clarified that from now on to have invoices go to SACC at PO Box 730, Stowe, VT 05672. Also, as far as budgeting, Fall is when it's submitted to the town for the next fiscal year.

### 4. Website discussion

- a. Stowe swoosh no longer being used per Vail brand guidelines.
- b. Homepage arts and culture text – Sharon has a draft. Mort will send to everyone on the email. Hope can help Sharon.

### 5. Quick updates

- a. Opened services outside under a tent. St John's will be using the tent on Sundays
- b. Spruce Peak Arts will host full capacity show on June 16 (with audience masks)
- c. Cindy shared that the library is open by appointment, opening on Saturdays. Meeting Friday to see about opening fully. (with unvaccinated masked)

On a motion duly seconded the meeting was adjourned at 10:02AM.

Respectfully submitted by,

Hope Sullivan