

Stowe Arts and Culture Council

Minutes of regular meeting of the Stowe Arts & Culture Council at Town Hall and on Zoom
Monday, June 20, 2022

In attendance: Beth Lieberman, Cheryl Casey, Vice Chair, Mort Butler, Lynn Paparella, Sharon Harper, Kelly Holt, and Hope Sullivan, Scribe

Absent: Renee Mitchell, Rachel Moore, Chair

Also in attendance: Cindy Weber

Meeting was called to order at 9:04 AM

1. Minutes

a. On a motion duly seconded the May minutes were approved.

2. Marketing Update – Stowe Arts Summer

a. Sharon has broken it up into 3 sections:

i. Owned media – website plus member sites

1. Draft email went to Cindy to confirm.

a. Rachel was to ask Charles. Cindy did. As long as we don't call people members it's fine to send out.

i. Charles joined and said email is fine.

b. Page on our site has been updated to not say 'member'

c. Discussed if having a logo on our site is ok – it promotes them as a business, not just event-by-event

i. Charles joined and was asked, said it's ok but reminded we need to be equitable – include all businesses can't exclude if disagree with values.

ii. Also, on social media we've been promoting individual events but not fundraisers. All agreed this is fine.

2. Gostowe is going to email the general summer events line up and will also include the Stowe Arts Summer blog.

3. Should we add a SACC quarterly email? Opt-in on the website? Instead of having Gostowe be our way of marketing to consumers.

4. Mort and Shannon to discuss once current tasks completed.

a. Would it have to be a Town of Stowe account.

5. Follow up email could be to businesses and ask to share Stowe Arts Summer stuff. Sharon could help with second email.

ii. Paid Advertising

1. FPF didn't have a lot of clicks last time.

2. Sharon suggested radio ads – the Point and Classic Hits VT.

a. Discussed promotion of Stowe as an arts destination

3. Facebook ad also a possibility – put \$1-200 towards it.

4. Paid advertising in 7 Days?

5. Currently have \$756 to use by end of June

6. Boost Champlain Video on social media.
 7. Stowe Arts Summer Banner 6/27-7/3, 7/11-7/18, 8/1-7
 - a. Earlier in august suggested
 - b. All agreed pulsing would be good if not more work
 8. Generic Banner up in the Fall Sept/Oct
 9. Re brochure – getting finalized and printed
 - a. Mort could use help getting brochure to print
 - b. Sharon will start email to figure out how many we need to do.
 10. Sharon working on the poster too with Sally – how many we need is the question.
- iii. Earned Media
1. Do a press release with the line up of Summer events?
 2. Or all mention SACC in our own press releases...
 3. FPF organic posts re SACC?
3. Other business
- a. All other business was tabled for discussion in July.

Next meeting is July 18, 2022 at 9AM.

On a motion duly seconded the meeting was adjourned at ? I had to leave at 9:59

Respectfully submitted by,
Hope Sullivan