

Stowe Arts and Culture Council

Minutes of regular meeting of the Stowe Arts & Culture Council at Town Hall and on Zoom

Monday, August 15, 2022

In attendance: Rachel Moore, Chair, Cheryl Casey, Sharon Harper, Renee Mitchell, Kelly Holt and Cindy Weber

Absent: Beth Lieberman, Lynn Paparella, Mort Butler and Hope Sullivan, Scribe

Meeting was called to order at 9:03 AM

1. Minutes

- a. On a motion duly seconded the July minutes were approved by Kelly Holt and Cheryl Casey. In the next meeting, we need to confirm if Mort Butler was present in the July meeting.

2. Vision Statment

- a. Rachel Moore led the discussion of revisiting the vision statement to catch people up with what was discussed in the July meeting. Rachel Moore and Sharon Harper agreed to research other town models and how these towns promote the arts. Hope Sullivan will also be invited to research if her schedule allows. The group will share information gathered with the rest of the Committee via email.
- b. We need to determine how to track arts and culture specifically within the town of Stowe. Working with Sharon Harper and the Stowe Area Association as well as asking the Vermont Arts Council for guidance would be a great start. The Committee will ask if the Vermont Arts Council would present to the Town of Stowe.

3. Stowe Arts Summer Update

- a. All present decided we should consider lower print quantities for the poster and the brochure in 2023.
- b. Sharon Harper suggested we target June 2023 for printing next year's Stowe Arts Summer collateral.
- c. Rachel Moore reported that there are many posters and brochures at The Current. Did all participating organizations pick up their share? Rachel will continue to bring materials to future meetings.
- d. Messaging needs to be posted on Front Porch Forum
- e. The group will check in with Mort Butler to see if additional organizations should be contacted via email.
- f. Committee members did not have the bandwidth to distribute materials throughout Stowe. Stowe Area Association did not have an intern this Summer as initially planned. Renee Mitchell volunteered to do some of this and visit lodges with brochures. Sharon Harper will share a blurb in the SAA email this week. Kelly Holt will share SAA's blog on social media.

- g. Should someone be hired for \$100 to do the postering? The Depot and SAA are key areas, but there are many others around Town to cover.
4. Marketing Update
 - a. Kelly Holt and Sharon Harper have been doing the forecasting for social media this Summer and have a spreadsheet in Google docs.
 - b. Kelly Holt will be traveling starting September 10 and needing someone to cover social media for the rest of September. Kelly to reach out to Mort to see if she can do this.
 5. Town Planning Meetings
 - a. Check with Beth Liberman to see if she was able to attend the Moscow planning session.
 - b. Rachel Moore will be at the next Rec planning session.
 - c. Check in with Hope Sullivan at the next meeting for Planning Commission updates.
 6. Updates from The Current
 - a. The Current will be hosting 2 exhibition openings on Saturday, August 20 (*Exposed!* and *When the Well is Dry*).
 - b. Stowe Theatre Guild opens their final performance *The World Goes Round* on Thursday, September 3 and then *A Little Night Music*. Cheryl shared that it has been an adventure maintaining cast and crew and that volunteers are hard to find. The group discussed how volunteerism has fallen off dramatically since the pandemic.
 7. Public Art
 - a. Rachel Moore will share a Google document with the Committee before sending her document on art in public places to the Selectboard for review.

Next meeting is September 19, 2022 at 9AM.

On a motion duly seconded the meeting was adjourned at 9:40AM.

Respectfully submitted by,
Kelly Holt