

Stowe Arts and Culture Council

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

Monday, January 24, 2022

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

Absent: n/a

Also in attendance: Cindy Weber

Meeting was called to order at 9:03AM

1. Minutes
  - a. On a motion duly seconded the December minutes were approved.
2. SACC Bylaws
  - a. To do staggered terms need to have it approved by the Selectboard. Also need to have quantity of members, 9, approved. Rachel will follow up on both.
3. Planning Board is looking for new members. Would be good to have representation. Also talked about rotating attendance at Select Board meetings.
  - i. Mort and Kelly are willing to attend Select Board meetings. Mort and Kelly will take on organizing a rotating schedule.
  - ii. Rachel talked to chair of planning commission. They have a report that they're presenting. She'll connect with the chair, Mila Lonetto, regarding those meetings. Hope offered to attend them as well.
4. Discuss Community Outreach List
  - a. Alternating and posting on FPF. Could also alternate and use it as an awareness campaign for existence of SACC and if they're interested in doing something with the arts we could help connect people or help support it in some way.
    - i. How to reach out to schools and businesses
  - b. Working Communities Challenge grant – need an arts voice to join the working groups. Sharon will reach out to Emily about which group would make sense.
5. Share Orientation Packet (Cheryl)
  - a. Packet not ready, but capstone projects with her students can address some of the marketing/awareness issues discussed. Students could develop campaign, do outreach. Sharon and Cheryl will meet to determine a plan. May call on Hope at some point.
6. Marketing Update (Sharon and Beth)
  - a. Path going forward, focusing on marketing and participating on different boards. Out in community, helping to advise, and helping with marketing
  - b. Beth and Sharon trying to connect on the banner
  - c. Sharon will sync with Cheryl and see about updating the marketing calendar
  - d. We'll need to use Sally for design. Plan will include budget info.
  - e. Some discussion about how to reach more people and make sure we're raising awareness
  - f. Sharon, Cheryl, Beth, and Kelly to meet and plot plan going forward.

7. Community Outreach list
  - a. Hope provided preliminary list. Sharon will create a google sheet and then we can all add our contact info and any missing organizations.
8. Other business and Updates
  - a. Next meeting will be Feb 28 as 21<sup>st</sup> is a holiday. Cindy will confirm space at town hall available.
  - b. Selectboard is going to review candidates for SACC board.
  - c. Rachel has some web edits she'll bring to Mort

On a motion duly seconded the meeting was adjourned at 9:49AM.

Respectfully submitted by,  
Hope Sullivan