

Stowe Arts and Culture Council

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

Monday, February 28, 2022

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

Absent: Beth Liberman

Also in attendance: n/a

Meeting was called to order at 9:08AM

1. Minutes
 - a. On a motion duly seconded the January minutes were approved.
2. Marketing Update
 - a. Sharon updated that she and Mort have met with the Capstone students twice. They will make recommendations on what topics we should be sharing, when, and what platform
 - i. May also evaluate website
 - ii. Simultaneously will help us build out our media lists
 - iii. Recommendations for how our organizations can promote each other
 - iv. They're also going to make a video – need assets. Also want messaging to consistent across all platforms.
 - b. Sharon and Mort will then fold all of that into our marketing plan
 - i. Looking for people to support these marketing initiatives outside of marketing sub-committee. More detail to come but likely things like:
 1. Help with social media
 2. Managing email
 - c. Sharon will send out banner today for feedback
 - d. Front Porch Forum – Rachel created google spreadsheet and asked everyone to add to it – lots of people have.
 - i. Process for updating spreadsheet and website discussed.
3. Calendar for town Selectboard, Planning and WCC.
 - a. Mort went to February Selectboard meeting. Kelly went to second one – was about infrastructure planning and allocating money for fire dept.
 - i. Mort and Kelly will rotate attending (2nd and 4th Mondays)
 - b. Planning commission is 1st and 3rd Mondays at 5:30PM
 - i. Hope and Cheryl to rotate
 - c. Working Communities Challenge grant –Sharon will reach out to Emily about which committee to join.
4. Other business and Updates
 - a. Jo Sabel Courtney – interested in doing hammock project on the Rec path. Doing it through Stowe Vibrancy (fiscal sponsor).
 - i. Main questions maintenance, funding etc.
 - ii. She'd like SACC support (not monetary).

- iii. Rachel will get back to us with details
- b. Rachel updated on Lamoille Art & Justice Project
- c. Rachel updated on potential new members of SACC – Shari Vermeulen will be interviewed on Mar 14. Rachel has tried to recruit a few others with no word back.
- d. Stowe Performing Arts will be releasing dates soon. Noon music in May and have 3, maybe 4 dates for the meadow. Gazebo concerts haven't been very successful recently, attendance has dropped. Will try something else, maybe a Fall series mid-week, indoors.
- e. Stowe Theatre Guild, Spruce Peak Arts, and the Current all updated on their calendars. Current and Stowe Theatre Guild may have a July 2 conflict.
- f. Sharon updated that SACC did an arts and culture blog a couple weeks ago.

Next meeting is March 21, 2022 at 9AM. Lynn will run the meeting.

On a motion duly seconded the meeting was adjourned at 10:03AM.

Respectfully submitted by,
Hope Sullivan