

Stowe Arts and Culture Council

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

Monday, May 16, 2022

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

Absent: Beth Lieberman

Also in attendance: Cindy Weber

Meeting was called to order at 9:04 AM

1. Minutes
 - a. On a motion duly seconded the March minutes were approved.
2. Marketing Update
 - a. Banner is going up this morning – generic banner – for two weeks
 - b. Can put it up for three weeks total. Also have a Stowe arts summer banner
 - c. Sharon is going to email everyone with proposed weeks to have banners up
 - i. Need to make sure full calendar is on SACC and GoStowe
 - ii. Cheryl sent out the link for everyone to update
 - d. Cheryl will send a presentation that the Champlain students created – re website, press / media relations. They provided recommendations – rearrange content, blog, etc.
 - i. Blog could be duplicated on SAA site
 - e. Should some of SACC budget be used to pay for freelance social media support
 - i. Perhaps some of Cheryl's students? Implement / plan out content annually?
 - ii. Interns might be a possibility. Cheryl to follow up.
3. Other business and Updates
 - a. Town manager raised concern about clarifying membership list online to only list affiliation for members who are representatives of the Current, Stowe Performing Arts, Spruce Peak Performing Arts, and SAA have representative members. People affiliated with other orgs are members-at-large and their orgs can be listed as venues that host events. Rachel and Cindy to send Mort and Sharon notes to specify modifications.
 - i. Use word venue or participants or affiliated
4. Calendar for town Selectboard, Planning and WCC.
 - a. Hope joined planning commission
 - b. Mort attended last selectboard meeting – lots of zoning
 - c. Might make sense to have SACC do some vision planning at the next meeting.
 - d. Group divided up Selectboard meeting attendance between Mort, Rachel, and Cheryl through August.
 - e. Stowe Arts Summer everyone needs to update the list.

5. Other business

- a. Lynn is stepping down as Vice Chair. Cheryl is interested in stepping up. **On a motion duly seconded Cheryl was elected as Vice Chair to take over from Lynn.**
- b. Lynn asked if we know how many hits our calendar gets. Mort will send the info out later.
- c. Stowe Vibrancy is doing a newcomer's night on Tuesday May 31. Goal to have SACC brochures printed so they can be handed out that evening by orgs that will be present.

Next meeting is June 20, 2022 at 9AM.

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

Respectfully submitted by,
Hope Sullivan