

Stowe Arts & Culture Council Board Meeting,

April 17, 2023, 9:00 a.m.

Akeley Building and on Zoom

Respectfully submitted by council member Cheryl Casey

In attendance: Rachel Moore, Lynn Paparella, Cheryl Casey, Peggy Freedson, Cindy Weber

Call to order, 9:10 a.m.

No minutes available from the last meeting.

Quorum not present - voting items cannot be

- I. Publicity and promotion in general and for Stowe Arts Summer
 - A. Lynn will reach out to Roger Murphy at Stowe High School for students interested in helping with social media for SACC.
 - B. She is also working with Mort and Kelly to:
 1. Collaborate with Greg at Stowe Guide/Stowe Reporter for promoting Stowe Arts Summer, particularly about the banner for summer events and an article about the Council as a Town board.
 2. Place an ad in the Stowe Guide with a QR code
 3. Print postcards instead of brochures for Stowe Arts Summer - easy to place in hotel rooms for someone to scan QR code and easily access all of the information.
 4. Postcard can have list of organizations to show breadth of Stowe Arts Summer
 5. Less expensive and can be ready to distribute by Memorial Day
 - C. Discussion -
 1. Peggy - QR code connects people to Stowe Arts Summer website, which is a clearinghouse for all of the organizations' events. Is there a calendar element that can show people what's going on "this week"? An ongoing feed for the next several days of events?
 2. Rachel - SACC website is supposed to have an updated calendar.
 3. Lynn - Are we doing an over-the-road banner?
 4. Rachel - It will be good to do, but there is a limit of 3-weeks max. Will ask Charles about the distinctions in what is allowed for Town organizations versus events.
 5. Cindy - Last year we planned on spreading out those three weeks--beginning, middle, and end of the summer.

6. Rachel - will check whether The Current or the Town has the banner from last year.
7. Lynn - if there is a workaround on the banner rules, it would be great to have it up as much as possible this summer.
8. Rachel - QR code on the postcard should either link to the calendar directly or have a clearer pathway to finding that calendar.
9. Peggy - Many people go to the GoStowe page.
10. Cheryl - Strategically, any traffic we are trying to generate via the QR code should go to the SACC website, not GoStowe, whatever their resources.

II. General business

- A. This is Cheryl's last meeting, but she will stay connected as part of Stowe Theatre Guild board and their upcoming programming and outreach needs.
- B. Lynn accepted nomination to step in as Vice-Chair. Voting will happen at the next meeting if quorum is present.
- C. Recruitment needs to begin for filling the at-large position. Hope might stay on as an at-large position, or there were four people interested for the one position that Peggy now fills. Rachel will check with Hope first.

III. Upcoming events

- A. Summer 2024 production of Lyric Theatre, Vermont Symphony Orchestra, Stowe Performing Arts, and 75th year since printing of the story of the Trapp Family Singers.
 1. Concern presentation of the music - not a theatre production. Everyone in concern dress, not costumes.
 2. At Trapp Family Lodge. Flynn is handling ticket sales.
 3. VIP experience = special dinner in the wedding tent with members of the Von Trapp family.
 4. Not a fundraiser.
- B. Stowe Theatre Guild is exploring producing *Sound of Music* in partnership with another arts organization and a donor. More information to come.
- C. Peggy - knows the producer of *Spamilton*, who would like to bring the show to Stowe. Maybe Spruce Peak would be interested in collaborating with other arts organizations to put on this show.
- D. Rachel - How can SACC use our town status to support and empower arts organizations and events? We can write grants through the town as our fiscal agent. Some important things to think about in terms of our mission.

Adjournment, 10:05 a.m.