



**August 14, 2006 Board Meeting
Meeting Notes – to be approved**

Place: Wentworth-Coolidge Gallery

In Attendance: Ellen Fineberg
M.L. Geffert
Russell Grazier
Chris Greiner
Marge Hubbard
Blair Hundertmark
Jane James, Chair
Mimi White

Absent: George Friese
Tom Holbrook
Jennifer Murphy
Leanne Spees
Deb Thompson

In attendance: Ginny Eschew, Director, Wentworth-Coolidge Gallery

Jane James began the meeting at 7:15 pm and introduced Ginny Eschew, Director of the Wentworth-Coolidge Gallery. Ms. Eschew welcomed the Art-Speak Board to the Wentworth-Coolidge Gallery.

1. Review of Minutes

On motion of Marge Hubbard, seconded by Mimi White, the minutes of the June 26, 2006 meeting of the Art-Speak Board were unanimously approved. Please refer to **Exhibit A**.

2. Treasurer's Report

Jane James circulated a copy of the 2006-2007 Cash Budget for Art-Speak and explained that the budget had been presented to and approved by the Trustees of the Trust Fund. Jane indicated that the budget was still in draft form and that Art-Speak Treasurer, Leanne Spees would present any changes at the September 2006 Art-Speak meeting. Please refer to **Exhibit B**.

3. Hiring of New Coordinator

Jane James reported that a committee composed of Russ Grazier, Deb Thompson, Nancy Carmer, Diane Fogherty and Jane had culled the list of over 40 applicants for the part-time coordinator position and interviewed 4 candidates on August 8. Of these 3 were to be called back for a second interview on August 16. Each candidate was asked to complete 2 tasks in anticipation of the second interview to enable the interviewers to determine which candidate would be the best fit: submit 2 forms of successful grant applications and explain how the candidate would disseminate the Americans for the Arts survey results. The committee planned to circulate the candidates' names to all Art-Speak members for input prior to the second interview round. It was anticipated that a coordinator would be hired by the September board meeting.

4. Public Art Update

Jane James, Ellen Fineberg, Russ Grazier and Deb Thompson, along with Elaine Krasker, attended the City Council's first hearing on the Percent-for-Art Ordinance. Ellen Fineberg explained that the current version of the ordinance would set aside for art 1% of the capital budget for each municipal capital project budget for a building, up to a limit of \$150,000 per project. The next City Council hearing on the ordinance is scheduled for August 21, 2006, and all Art-Speak members were urged to attend as well as to call City Councilors to express support for the ordinance.

5. Task Force/Committee Reports

- a. **Outreach/Public Relations.** Mimi White presented the conclusions of the team convened to outline the goals and tasks for Art-Speak in respect of Outreach and Public Relations. Please refer to **Exhibit C**.
- b. **Education.** Russ Grazier referred to his August 14, 2006 email to the Board that set out a summary of the proposed tasks and goals of the Education task force. He observed that there maybe overlap among the task forces. Please refer to **Exhibit D**.
- c. **City.** Jane James said that the City liaison task force had met with Nancy Carmer and Rick Tanter of the City Planning Department. The specific tasks outlined by the task force included facilitation of the adoption of the following City ordinances: Public Performance, Percent for Art, Artists' Live/Work Zoning.
- d. **Fundraising.** Jane James said that the fundraising task force had asked the Board to wait on a general solicitation of funds, encouraged the cultivation of only those grant opportunities that aligned with specific goals of Art-Speak (i.e. – Art-Speak should develop and follow a grant strategy), and asked that the Board approve the return of the NH State Council for the Arts \$1,500

Education Grant because the mural project at the Music Hall for which the grant had been obtained was canceled. Please refer to **Exhibit E**.

On Motion made by Ellen Fineberg and seconded by Mimi White, the Board unanimously approved the return to the NH State Council for the Arts of the \$1,500 education grant. The Board asked that a letter be drafted to the NH State Council explaining the return and expressing gratitude for the grant.

6. **Survey Updates and Time Line.** Jane James briefly explained that the Americans for the Arts surveys were being conducted at key events around Portsmouth during the summer arts season.

7. **New Business.**

a. **Nominating Committee.** Jane James and Russ Grazier explained that the officers for next (now the current) Art-Speak year are:

Russ Grazier – President

Deb Thompson – Secretary

Leanne Spees – Treasurer

Russ will approach another Board member to fill the Vice President position.

b. **Board Nominees.** In considering the nomination of new Board member, those present questioned the need to nominate and appoint new members, and suggested that focusing on growing committees maybe a better way to add to Art-Speak.

c. **September Meeting.** Jane James and Russ Grazier proposed the following agenda items for the Art-Speak meeting to be held on September 25, 2006, and asked Ellen Fineberg to facilitate:

- i. Introduction of new coordinator
- ii. Election of new Art-Speak officers
- iii. Art-Speak structure and goals discussion:
 1. Structure – Board Committees
 2. S.M.A.R.T. Goals for Art-Speak.

The meeting was adjourned at 8:45 pm.

Meeting notes taken by ML Geffert



Art-Speak, City Cultural Commission Board of Directors (alpha order)

Ellen Fineberg
George Friese
M.L. Geffert
Russell Grazier, *President*
Christopher Greiner
Tom Holbrook
Marge Hubbard
Blair Hundertmark
Jane James
Jennifer Murphy
Deb Thompson, *Secretary*
Leanne Spees, *Treasurer*
Mimi White
Nancy Carmer, *Ex Officio*
John Bohenko, *Ex Officio*

AGENDA

August 14, 2006

Wentworth Coolidge Art Gallery

Approval of minutes of July meeting 3minutes

Treasurer's report 5minutes

Public Art Update 5 minutes

Task force/Committee reports 6 minutes each

Survey Updates & Time Line 6 minutes

New Business

EXHIBITS
TO
MEETING
NOTES

(SEE ATTACHED)



EXHIBIT A
TO AUGUST 2006
MEETING NOTES

**June 26, 2006 Board Meeting
Meeting Notes – to be approved**

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In Attendance:

- Ellen Fineberg
- M.L. Geffert
- ~~Roger Goldenberg~~
- Russell Grazier
- Marge Hubbard
- Blair Hundertmark
- Jane James, Chair
- Jennifer Murphy
- Leanne Spees
- Deb Thompson
- Mimi White

Deleted: M. Christine Dwyer

Deleted: George Friese

Deleted: Marge Hubbard

Deleted: Russell Grazier
Wendy Lull

Absent:

- ~~George Friese~~
- Chris Greiner
- Tom Holbrook
- ~~Jeffrey Hyland~~

Jane James began the meeting at 7:04pm.

1. Review of Minutes

The May 22nd minutes were unanimously approved.

2. Organization and Administration

- a. Jane James reported that she met with Nancy Carner who indicated that the Art-Speak FY2007 budget needed to be submitted by Friday, June 30th. ML Geffert made a motion to authorize Leanne to prepare the budget and move forward with the city and the trustees for the trust fund with regard to this budget. The board stipulated that Art-Speak reserve the right to modify this budget at any time and that Leanne present the board with the budget at the next meeting. The motion was unanimously approved.
- b. Jane James reported that she spoke with Chris Greiner, who will take on the job of interfacing with the city with regard to the Art-Speak website.



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- c. ML Geffert reported that Chris Greiner and councilor Chris Dwyer reworked the sidewalk performer guidelines. The revised guidelines are posted on the city's website.

3. Board Retreat Follow-Up

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- a. Jane James requested that task force team members contact one another to arrange meetings. These task forces will meet prior to the next board meeting and report on the goals set for each task force.
- b. Jane James reported that the job description for the coordinator position was sent out to various websites and newspapers. Ellen Fineberg suggested that the job also be posted on the Art-Speak website.

4. Americans for the Arts Economic Impact Study

Jane James reported that the surveys for June were completed. Various locations for July were planned, including the Strawberry Banke July 4th event. After some discussion of future events, it was decided that ML Geffert would contact Tom Holbrook to find out what events are scheduled to be covered through the rest of the year and report back to the board.

5. Fundraising Appeal Letter

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After much discussion, it was determined that the appeal letter will not be sent until the fall. Board members were encouraged to have names and addresses ready to give to George Friese at the September board meeting.

6. Executive Board Meeting Date

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The executive committee met at the conclusion of the board meeting to determine their next meeting date.

7. Nominating Committee

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The new slate of officers is due to be presented at the end of the summer. Roger Goldenberg completed his term as of tonight's meeting and was thanked for his efforts and many contributions. Jeffrey Hyland has indicated that he will be resigning from the board but an official letter has not yet been received.

8. Next Board Meeting Date

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The next board meeting will be held on August 14, 2006 and will be the only meeting held this summer.

The meeting was adjourned at 7:54pm.

Meeting notes taken by Deb Thompson, *Secretary*



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Art-Speak, City Cultural Commission Board of Directors (alpha order)

Ellen Fineberg
George Friese
M.L. Geffert
Russell Grazier, *Vice
President*
Christopher Greiner
Tom Holbrook
Marge Hubbard
Blair Hundertmark
Jeffrey Hyland
Jane James, *President*
Jennifer Murphy
Deb Thompson,
Secretary
Leanne Spees,
Treasurer
Mimi White
Nancy Carmer, *Ex
Officio*
John Bohenko, *Ex
Officio*

2006-2007
City Cultural Commission, Art-Speak
Cash Budget
 (Balances forward included)

Income

Sources	Amount	Notes
City of Portsmouth UDAG contribution	\$4,609.35	FY '06 Encumbered
Art Speak Budget	\$6,388.51	FY '06 Encumbered
Grants	\$20,000.00	FY '06 Encumbered, secured
Grants	\$5,000.00	anticipated
Subtotal	\$35,997.86	

Individual Contributions**Trust for Arts & Culture Fund**

Library Public Art	\$15,000.00	Secured
Arts District Study	\$5,000.00	Secured
Arts District Study	\$17,000.00	Anticipated
Program Administration	\$7,120.00	Secured
Total Trust Income	\$44,120.00	
Total Income	\$80,117.86	

Expenses

Coordinator Contract	\$25,946.01
Program Administration	\$0.00
Public Art Symposium	\$1,000.00
PEN Collaboration Grant	\$0.00
Arts District Study	\$0.00
Creative Business Strategies	\$192.50
Music Hall Project	\$0.00
2005 Economic Impact Study	\$4,620.00
Misc-Other	\$607.79
Website-Marketing	\$3,631.56
Subtotal:	\$35,997.86

Trust Expenditures	
Library Public Art	\$15,000.00
Arts District Study	\$5,000.00
Arts District Study	\$17,000.00
Program Administration	\$7,120.00
Total Trust Expenditures	\$44,120.00
Total Expenses	\$80,117.86

Art-Speak
Outreach/Public Relations

I. What is outreach? Communicating what Art-Speak is and does to our constituencies.

II. We discussed outreach to:

- Businesses**
- Schools**
- Government/City**
- Cultural Organizations**
- Artists**
- General Public**

III. Business

- 1. One outreach idea was to go to the Business After Hours sponsored once a month by the Chamber of Commerce.**
- 2. Could Art-Speak host one of the monthly Business After Hours events at City Hall?**
- 3. Send a 1-page information sheet on Art-Speak and an artist directory to top 20 or 30 businesses in Portsmouth.**
- 4. Sponsor an event once a year to get artists together with businesses? (maybe outside of our scope)**

IV. Schools

- 1. Use the "KidSpeak" name for the program.**
- 2. Communicate with art teachers.**
- 3. Offer to help them find public art display locations in Portsmouth if they have students create art?**
- 4. Communication channel to art teachers about Art-Speak initiatives (Overnight Art! For example) and how students can participate.**

V. City- We defer to City Interface Team.

VI. Cultural Organizations

- 1. Continue to have Art-Speak meetings at different organizational sites.**
- 2. Send out information/coordinate support for Art-Speak initiatives.**
- 3. Have a meeting to explain Art Survey results/how to use.**
- 4. Community Roundtable?**

VII. Artists

- 1. Artist Directory**
- 2. Help them to connect with businesses.**
- 3. Public Art Seminar.**
- 4. Other seminars- Creative Business Strategies.**

VIII. General Public

- 1. Press releases.**
- 2. Involve in Art-Speak initiatives/any events we might sponsor such as Overnight Art!**

Jane James

From: Russ Grazier [rgrazier@msn.com]
Sent: Monday, August 14, 2006 12:16 PM
To: jjames@marplejames.com; deb@nahcotta.com; 'Ellen Fineberg'; BlairHund@msn.com; 'Chris Greiner'; 'Marge Hubbard'; mlgeffert@comcast.net; 'Mimi White'; 'George Friese'; 'tom holbrook'; LSpees@eocean.com; 'Nancy Carmer'
Subject: Art-Speak Education Committee Goals

For the board prior to tonight's meeting:

Art-Speak Education Committee 2006-2007 Goals

All Art-Speak educational efforts should center around Art-Speak's primary goal of arts advocacy. We categorize the community Art-Speak advocates for into three groups: 1) the general public (citizens of greater Portsmouth). 2) Individual artists and cultural workers. 3) Arts and Cultural Organizations.

General public outreach should continue with annual or bi-annual sculpture or fine arts programs such as, or similar to, Overnight Art! The goal is to educate the public about art making and Art-Speak through an annual public event or exhibit (should shift year to year to include a wide variety of art forms). Educating city officials and employees about Art-Speak initiatives also falls under the realm of general public or community. Future options might include an Overnight Art! exhibit at Pease International Tradeport or an Overnight Art! exhibit that pairs new works with existing public art in the community.

In advocating for individual artists, we support continuing artist seminars on topics that are relevant and important to local artists.

Education initiatives for arts and culture organizations include providing overall educational information such as the economic impact survey data. We recommend holding an annual "Arts Summit" for the leaders of community arts and culture organizations that could be either a half-day or full-day meeting. These summits would involve community leaders, would have a key-note speaker on a particular topic, breakout work sessions for organization leaders, a "speed-meeting" session (like speed-dating) where each organization gets 3 minutes with other arts/cultural organizations to plan collaborations, and roundtable discussions on topics of interest to all organizations.

We also support the idea of programs that bring all three audiences (public, artists, organizations) together. One possibility could be a program equivalent to high school students shadowing city councilors and city employees except focused on arts and cultural institutions. Working with the public schools, Art-Speak could host a "Students in Arts and Culture Workplace" day where students shadow arts and culture workers and leaders in institutions around the seacoast and then come together to share their learning with each other and their teachers.

Russ Grazier, Jr.
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ArtSpeak
Fund Development Team
Meeting Notes
July 7, 2006

Goals of the fund development team:

- Provide insight, institutional memory, direction and strategy to the coordinator regarding pursuing grants and subsequent action steps
- Pursue active cultivation of citizen members to fund development team to help with tasks and give critical feedback
- Create timeline for the annual grant goals to coincide with the budget development and overall ArtSpeak project goals (Overnight Art, Creative Business Strategies educational sessions)
- Contribute to the "yet to be developed" ArtSpeak newsletter in order to increase visibility

Ensuring sustainable funding for the two primary ArtSpeak functions:

- The Coordinator position
- Annual Overnight Art event
- Creative Business Strategies sessions

Overnight Art Event:

- Form a standing committee Overnight Art
- Questions to ask:
 - How do we fund it?
 - What does the event look like?
 - What are the lessons learned and analysis from the previous event?

Visibility – Sharing who we are and what we do:

In order to increase exposure and establish credibility for ArtSpeak, we must develop a bi-annual newsletter the each committee can contribute to – it will be a collateral piece for our philanthropic efforts as well as a way to raise awareness.

Role of the Coordinator:

Grant Manager and Oversight – looking for funding opportunities as well as maintaining relationships with a larger philanthropic network of relationships.

Funding Development & Coordinator Tasks:

- Research past grants received

- Identify the grants we can apply for again
- Identify new funding sources
- Cultivate the letter campaign list and create action plan for each year

Funding Development Role – One or Two BOD members:

- Supply the Coordinator with the annual grant strategy
- Track the status of grants and relationship network

Next Steps:

Fund Development Team - Decided to meet quarterly

Jane – Recommend that ArtSpeak BOD return the \$1,500 grant from the NH State Council on the Arts and perhaps recommend that the State Council give the grant towards the Coordinator position instead.

ML - Look at the Coordinator files and assess what the status of grants received.

Jen – Write up the action steps and present at the findings at the next ArtSpeak BOD meeting and assist ML with the grant status.