



**approved minutes
October 20, 2014 Board Meeting
6:30-8:30pm ~ School Board Conference Room
City Hall**

*Action Items
Nicole was absent

I. Approval of September minutes

Alan made a motion to approve and Duncan seconded, all approved.

II. Budget Report

Nicole could not make the meeting. Nancy reviewed the budget for everyone.. The Annual Fundraiser has done very well. The Sheraton contributed a very nice donation.

*Nancy will be talking to Nancy C and Terry about some budget issues.

III. Director's report

Nancy has been attending meetings for PACA and the development committee.

Nancy attended the NH Center for Non Profits leadership summit. She met with the NH State Council on the Arts new director Ginny Lupi.

Nancy has been keeping an eye on the noise issues. Many attended the Oct meeting on noise with the City Council.

IV. Update on PACA

Alan gave us an update on the meeting that was held on Monday Oct 20. All members attended. One issue that the group spent a lot of time on was a calendar of some sort for the arts and culture organizations in the area. May be looking at 2 calendars, one private for members and one public. There was some discussion about membership and should the structure include for-profit galleries & arts orgs as well as the nonprofits.

*Nancy P, Priscilla, Ree and Kent will look into this as we thought there was some language about this in the bylaws.

"Giving Tuesday" is the Tuesday after Thanksgiving; this is a day for citizens to donate to local nonprofits.

*We need to create a boilerplate about the relationship between Art-Speak and PACA.

*Nancy will look into having the Mayor make a proclamation about "Giving Tuesday" and create a photo-op at the Rep to publicize this.

V. Noise issues debrief/ Communications/Relationship w City

Mike gave us an update on the early Oct meeting with the citizens and the City Council. Art-Speak needs more of a presence in the arts and culture community so we can be involved from the beginning of any issues that may come up.

VI. Website redesign update

Mike showed us an update of the website so it is now better-organized and easier to edit. It is more mobile friendly now as well. Some of the banners have been redesigned. We now have a blog and a place for artists to display their Instagram pics. Everything adapts depending on the size of the screen, so it is user friendly for all devices.

We discussed public art and how it relates to all the categories.

*The Public Art Committee will reconvene and come up with content for the website.

*The PACA committee will also come up with content for the website.

What makes sense for the Alliance to contribute to the website? They will need to have their own pages that are linked from the Art-Speak website.

VII. Fundraising- Arts & Culture Awards

The Development Committee, plus Lisa our intern, set the date for early June. It was discussed that this would be a simple, affordable event.

There will be sponsorships of different levels. This event will be a recognition event for people or businesses that support the arts. Nominations will take place online. Discussed commissioning an artist to create the award. There will be 5 categories of awards.

The committee discussed creating a short film to show at the event that will honor an award winner. This will also be a good time to highlight a creative, innovative event happening on the Seacoast.

We discussed designing a way for the public to be involved in a fun, creative way.

*For next meeting the committee with work on formalizing the plan for the event.

VIII. Branding Campaign Update

Mike discussed the idea of doing something creative to get the public involved and be united in a campaign around the arts and culture in the area.

Duncan is leading this effort.

We discussed inviting some community members to help us launch this campaign.

*The next step will be to invite community members and come up with a timeline for this launch.

IX. Other

Robin A mentioned that we need to review our bylaws.

*Nancy P will talk to Nancy C about this issue.

Nancy P got an update from Nancy C about updating the city Master Plan.

*Nancy wants information on where Art-Speak fits in and will meet with the City Planner.

Next Exec. Committee meeting: November 11

Next Board Meeting: November 17