

Lansdowne Arts Board
Agenda
November 10, 2015 – 7:00 PM
20*20 House

Arts Board Mission:

Serving on behalf of the Lansdowne Borough, the mission of the Lansdowne Arts Board is to create, foster, and promote Lansdowne's identity as a vibrant and inspiring artistic community.

Arts Board Vision:

Lansdowne is renowned as a place that fosters the creativity of artists and serves as a mecca for the active engagement of community members in the borough's inspirational cultural life.

Agenda Topic	Lead
1. Approval of September minutes (2 minutes)	MH
2. Mission driven Projects, Events & Activities: <ul style="list-style-type: none"> ● Gallery Opening (20 minutes) <ul style="list-style-type: none"> ○ Overview - #s, etc. ○ Lessons learned: what worked/what could have gone differently ○ Next show: preparations, update ● Printmaking/Community Day (10 minutes): <ul style="list-style-type: none"> ○ Lessons learned: what worked/what could have gone differently ● Christmas Carol (10 minutes) <ul style="list-style-type: none"> ○ PR/getting the word out (flyers, social media, etc) ○ Timeline ○ Jared funding 	MH, HW, ALL
3. Business (20 minutes) <ul style="list-style-type: none"> ● Community News: In and Out, Econ Dev update ● 2016 Budget update ● 20*20 House: possible rental update ● Board: terms, new board members ● Intern update 	TJ, MH, HW
4. Adjournment	MH
Initials: HW	

Lansdowne Arts Board
Minutes
November 10, 2015 – 7:00 PM
2020 House

<p>Present: Megan Halsey, Chair Clare Hughes, Vice Chair Maya Winters Bill Patterson Liz Steele-Coats Tangela James, Borough Council Liaison</p> <p>Minutes submitted by: Hanne Weedon, LAB coordinator</p>	<p>Absent:</p>
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Call to order

The meeting was called to order at 7:06 PM

Approval of Minutes

The September 2015 minutes were approved.

Borough Council Liaison Update:

1. Inside Out Program

Ms. James shared that the Borough had been selected to participate in the Philadelphia Museum's *Inside Out* program; the exhibit will go up spring or fall of 2016. Ms. Halsey offered to participate in the *Inside Out* committee, which is being convened by borough council member Magda Byrne. Ms. Hughes will serve as back up.

Ms. James asked that the Arts Board suggest 5 prospective sites around town for art work (an additional 12 had already been selected).

The Coordinator will contact Ms. Byrne about selected sites, and will work with the next LAB gallery artist to have possible overlap with the PMA show.

2. Budget

The Coordinator will check with Ms. James about when and whether the LAB proposed 2016 budget will be approved. Ms. James was also informed that a request for funding had been sent to the Borough Manager to fund the upcoming 20*20 House holiday event.

20*20 Building:

1. Building Rental

Arts Board members had a lively discussion about the possibility of renting out the 20*20 House as a source of revenue. The group agreed to recommend that Borough Council add the 20*20 House to the borough rental inventory. Additionally, Ms. Halsey will write to the Borough Manager concerning possible longer term tenants for the 20*20 House.

2. Building maintenance and upkeep

Mr. Patterson will send the Coordinator his list of upkeep to be done on the 20*20 House, and she in turn will forward this to the Borough Manager, along with previously compiled lists. Permanent 20*20 House signage was also addressed, as well as the need for exterior cosmetic improvements to the building. Front lighting will need to be functional in time for the December 23rd Christmas Carol event. The Coordinator will put together a list of immediate and longer term maintenance requests for the borough.

Mission Driven Topics:

1. Gallery opening

What went well: For a first show, the Schlossman exhibit should be considered a big success. That over two hundred people attended the gallery opening on September 13th was significant for any gallery, even in the city. That the mayor, borough council members, and the general community were impressed and pleased was very important, and will have long lasting and valuable implications. Social Media PR was a success. Having PR visibility through the ICA and ArtsBlog were significant coups, as well.

What could have gone differently: having a more formal artist agreement in place prior to the next show will be useful, and would alleviate many of the complications that arose due to working with an inexperienced artist. The show could have used more postcards.

Next show: Ms. Weedon will check with Jacque Liu about possible dates for his opening. (Based on Arts Board and the Easter schedules, the opening reception needs to be scheduled for Saturday, March 12 or 19.)

The Arts Board will create a special invitations event. Details to follow.

The Board agreed that it would be wise to find a PR consultant for next show who is more familiar with the visual arts world. Ms. Weedon will check with CFEVA about possible leads, and Ms. Winters will check with Gerard Brown and others about additional leads.

Ms. Weedon will meet with Mr. Liu to get the next show going soon - specifically, setting show dates, securing images for the promotional card, etc.

2. Printmaking/Community Day

What went well: The event was successful and well-attended, although with a smaller turnout than during the June Community Day. Regardless, the event moved the Arts Board's mission forward by getting the issue of printmaking out in the public eye once again.

3. Funding moving forward

The Coordinator suggested that the board might consider doing a KickStarter campaign amongst local printmakers and the extended arts community to begin accumulating funding towards the printmaking program. The group suggested pulling together resources:

- **Kristin Bellafonte** - FR person and Ms. Hughes' Lansdowne neighbor
- **Keren White** - close family friend of Ms. Weedon and a high level fundraiser who also lives in Lansdowne, married to Jared Reed
- **Violet Brown** - close friend of Ms. Weedon's, has expressed interest in helping with the Arts Board
- **Matt Schultz** - Lansdowne theater expert and one man show
- **Phoebe Titus** - good friend of Ms. Weedon's, and longtime Yeadon resident excited about all things arts in Lansdowne.

4. A Christmas Carol

Jared Reed is secured to do a December 23rd reading of Charles Dickens' *A Christmas Carol*. The Coordinator will ask the Borough Manager about the occupancy of the building. Ms. Winters, Ms. Hughes and Mr. Patterson will be in charge of setup and breakdown for the December 23rd Dickens' *A Christmas Carol* reading. The Coordinator will make sure that food, decorations, beverages, the artist's payment, and tables and chairs are in the building prior to the event. One suggestion is that the Arts Board pay Bonnie's WonderGardens a nominal fee of \$50 for all that she has done so far for the Arts Board. Ms. Halsey offered to PhotoShop Mr. Reed's picture onto a doorknocker, as in Dickens' play. One suggestion was to have my Reed do a quick promo video to be used on social media.

5. Comparable Towns Project

Pittsfield MA is a great example of a small town that has successfully used the arts a vehicle for economic transformation. the Coordinator shared details about a meeting with a Pittsfield volunteer who had spearheaded an Arts Walk; the program annually brings in hundreds of thousands in new real estate sales.

6. New Board Members

The Arts Board will revisit the issue of approaching prospective board members in the spring of 2016. The Board would like to have a one-page overview of the LAB activities/mission/goals, etc.

Next Meetings:

The Arts Board will be meeting on Tuesday, December 1 instead of on December 8th as originally planned. At the January 12th meeting the board will meet to review goals, strategies, accomplishments, etc.

Adjournment

The meeting was adjourned at 8:54 pm.

LAB Next Steps

- Megan Halsey:
- Clare Hughes:
- Bill Patterson:
- Liz Steele-Coates:
- Maya Winters:
- Hanne Weedon:

Next board meeting agenda

Next LAB meetings

Second Tuesday of every month, 7pm at the 20*20 House. Except 12/01, which is the 1st Tuesday of the month.

****REVISED DATES**:**

12/01/15, 1/12/16, 2/09/16, 3/08/16, etc.

Questions for Borough Liaison/Borough Council: