

Lansdowne Arts Board @ The 20*20 House
Agenda
December 5, 2016 – 7:00 PM

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 last meeting minutes (1 minute)	CH
2. Borough <ul style="list-style-type: none"> • Susan Williams - mural project (10 minutes) • Borough Council Update (5 minutes) 	TJ, SW
3. Mission driven Projects, Events & Activities Gallery and shows: <ul style="list-style-type: none"> • Elisabeth Nickles: closing event, wrap up • Christmas Carol: Clare + Bill? • Upcoming: Leanne Grimes, Lisa Haskell • Open Studio tours (DE, POST) 	CH, HW, ALL
4. Mission Driven Projects, Events & Activities, cont. Creative Placemaking: <ul style="list-style-type: none"> • Tyler/LEDC collaboration 	CH, HW, ALL
5. Business <ul style="list-style-type: none"> • Coordinator's update • New board members 	HW, CH
Adjournment	CH

Lansdowne Arts Board @ the 20*20 House
Minutes
December 5, 2016 – 7:00 PM

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

The meeting was called to order at 7:30 PM

Approval of Minutes

There were no minutes to approve, since the board had not met in September or November.

Borough Council Liaison Update and Discussion

Ms. Williams said that based on the results of the Walkshed study a few years ago, she was pursuing the idea of creating a plaza space in what is now used as a parking lot and for the Lansdowne Farmer's Market. Ms. Williams plans to have murals painted in the plaza area, and also on or around the bridge underneath which the train passes. Ms. Williams wanted to know if the Arts Board was interested and/or able to take on the work of overseeing the creation of the murals. The Arts Board declined the invitation, stating that creating artwork around town is was not part of the Board's mission. Mrs. Coats said she would be happy to play a role in making the mural happen, and will follow up with Ms. Williams shortly. Ms. Hughes stated she would review the Arts Board history of collected mural ideas.

A lengthy discussion ensued whereby Arts Board members discussed the use and meaning of the advisory group. Board members voiced concern about whether Borough Council prefers the group to be focused on planning activities, or on being an advisory group to BC.

In addition, Ms. Williams was interested in how much work and effort it takes to produce a gallery show, and whether the gallery could be open for more than weekends. She wondered whether the Arts board could produce joint events with other local businesses. Ms. Williams said she sees herself (and the Community Relations group) as the central Borough activities coordinator.

Mission Driven Projects, Events and Activities - Gallery shows:

Elisabeth Nickles

The Elisabeth Nickles show wrapped up with a well-attended final closing event. The Coordinator shared the following overview of the show’s activities.

<p><i>Attendees:</i></p> <ul style="list-style-type: none"> ● Opening event: about 150 visitors ● Artist talk: about 25 visitors ● Closing reception: about 50 visitors ● <i>Total visitors: 225</i> 	<p><i>Social Media:</i></p> <ul style="list-style-type: none"> ● Texts, tweets, FB announcements ● Email announcement out to 3,900 local residents (600 = LAB, 3,200 = LEDC) ● Significant social media visibility 																																		
<p><i>1000 postcards out to:</i></p> <ul style="list-style-type: none"> ● Old City, First Friday ● Lansdowne, West Philly cafes, restaurants, co-op 	<ul style="list-style-type: none"> ● Board members ● Elisabeth’s friends/colleagues/contacts ● PAFA alumni 																																		
<p><i>Elisabeth Nickles show expenses:</i></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Rachel Dukeman/PR</td> <td style="text-align: right;">\$400</td> </tr> <tr> <td>FaceBook boosting (two events)</td> <td style="text-align: right;">\$40</td> </tr> <tr> <td>Elise Parisi/graphic design</td> <td style="text-align: right;">\$450</td> </tr> <tr> <td>Susan Mangan/graphic design</td> <td style="text-align: right;">\$250</td> </tr> <tr> <td>Fireball postcard</td> <td style="text-align: right;">\$165</td> </tr> <tr> <td>Staples/copies</td> <td style="text-align: right;">\$50</td> </tr> <tr> <td>Food & beverages</td> <td style="text-align: right;">\$300</td> </tr> <tr> <td colspan="2">-----</td> </tr> <tr> <td><i>Total</i></td> <td style="text-align: right;"><i>\$1,655*</i></td> </tr> </table> <p><i>* In comparison:</i></p> <p><i>- The Jacque Liu show had one major and one minor event with a total of 100 attendees, and cost \$1,200.</i></p> <p><i>- The Cold Polished Stones show included one major and four minor events, included about 400 attendees, and cost \$1000.</i></p>	Rachel Dukeman/PR	\$400	FaceBook boosting (two events)	\$40	Elise Parisi/graphic design	\$450	Susan Mangan/graphic design	\$250	Fireball postcard	\$165	Staples/copies	\$50	Food & beverages	\$300	-----		<i>Total</i>	<i>\$1,655*</i>	<p><i>Pro bono:</i></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">- Additional Graphic Design (Megan Halsey @ \$50/hr)</td> <td style="text-align: right;">\$300</td> </tr> <tr> <td>- Arts Board (volunteers @\$25/hour)</td> <td style="text-align: right;">\$550</td> </tr> <tr> <td>- Photography (Will Budreau @\$30/hr)</td> <td style="text-align: right;">\$60</td> </tr> <tr> <td>- Poster lamination (Daniel Singer @\$15/hr)</td> <td style="text-align: right;">\$30</td> </tr> <tr> <td>- Food & beverage for closing (artist’s family)</td> <td style="text-align: right;">\$175</td> </tr> <tr> <td>- Volunteer gallery sitting (two volunteers @ \$15/hr)</td> <td style="text-align: right;">\$960</td> </tr> <tr> <td colspan="2">-----</td> </tr> <tr> <td><i>Total</i></td> <td style="text-align: right;"><i>\$2,075</i></td> </tr> </table>	- Additional Graphic Design (Megan Halsey @ \$50/hr)	\$300	- Arts Board (volunteers @\$25/hour)	\$550	- Photography (Will Budreau @\$30/hr)	\$60	- Poster lamination (Daniel Singer @\$15/hr)	\$30	- Food & beverage for closing (artist’s family)	\$175	- Volunteer gallery sitting (two volunteers @ \$15/hr)	\$960	-----		<i>Total</i>	<i>\$2,075</i>
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Future Shows

The Coordinator will create an overview of various juror options to the board for review at the January 2017 meeting. A brief discussion was held about the possibility of doing sculptures outdoors as part of a future show. The issue of insurance was raised, and also security. How to insure artwork remained in place?

The group discussed Ms. Coats' interest in participating in the Delaware County Open Studio Tours. The cost is \$250 per studio, and offers participating artists 50,000 contacts. Would it be possible to use the 20*20 building as a studio, Mrs. Coats asked. Ms. Williams said she was interested in other possible buildings for either a fall or spring Open Tour, and was interested in committing to three days of open studio tours.

Creative Placemaking

The board voted to approve the proposal that Tyler do a two year graduate student project with Lansdowne, as offered by Tyler professor Jeff Doshna and his Planning and Community Development program. Ms. James stated she would present this to Borough Council at the next meeting.

The board discussed how to approach Matt Schultz and the Lansdowne Historical Theater Corporation about including the theater in the creative placemaking work going forward.

The board had a conversation about the nature of the board, what its mission is, and whether that reflects what Borough Council wants of the board. Ms. James asked that LAB create a proposal describing what LAB is, and what role it could and does play within the borough, and send that to BC for approval. Mrs. Coats suggested that the board pick a date to discuss and review the mission of the group, and who appropriate board members would be.

Administrative

Coordinator's update

The board had no questions about the Coordinator's most recent update.

Update on Board Members

Ms. Hughes told the Board that she plans to step down from the Arts Board. She mentioned that new board members should include people from the urban planning and community development fields. Ms. Williams said she hoped that Ms. Hughes would not resign. She also suggested that members have a 1-2 year break between terms.

Prospective board members who could be considered, who have also expressed interest in being on the board, include:

- Jennifer McTague, exec.dir. Second State Press

- Genevieve Coutroubis, director of artist programs, Center for Emerging Visual Artists

The Coordinator will ask Tyler professors Jeffrey Doshna and Melissa Kim (who is also at Local Initiatives Support Corporation/LISC) about suggestions for prospective board members. Ms. James asked that the Coordinator send her requirements for board composition, and prospective members.

Building usage/work

Ms. Williams asked that she be cc-ed on all building maintenance questions.

Next Meetings

The Board agreed to move future Arts Board meetings to Mondays in the coming months. Next meetings will all be 7pm at the 20*20 House:

- Monday, January 9, 2017
- Monday, February 6, 2017
- ? Monday, March 13, 2017? (Date not set for certain)

Adjournment

The meeting was adjourned at 8:52 pm.

<p>LAB Next Steps</p> <ul style="list-style-type: none"> • Megan Halsey: • Clare Hughes: • Bill Patterson • Liz Steele Coates: • Maya Winters: • Hanne Weedon: 	<p>Next board meeting agenda:</p> <p>Next LAB meetings Mondays, 7pm, 20*20 House 1/9/17, 2/6/17</p>
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Questions for Borough Liaison/Borough Council:

Questions for Borough Manager: