

**Lansdowne Arts Board  
Agenda  
January 5, 2016 – 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
<b>1. Approval of November minutes (2 minutes)</b>	MH
<b>2. Mission driven Projects, Events &amp; Activities (40 minutes)</b> <ul style="list-style-type: none"> <li>● Christmas Carol (10 minutes) <ul style="list-style-type: none"> <li>○ Overview</li> </ul> </li> <li>● Gallery Opening (5 minutes) <ul style="list-style-type: none"> <li>○ Jacque Liu preparations, update</li> <li>○ Maya Winters artist document</li> </ul> </li> <li>● Inside Out (25 minutes) <ul style="list-style-type: none"> <li>○ Planning and programming</li> </ul> </li> </ul>	MH, HW, ALL
<b>3. Business (10 minutes)</b> <ul style="list-style-type: none"> <li>● 2015 Review (5 minutes)</li> <li>● 2016 Budget (5 minutes)</li> </ul>	MH
4. Adjournment	MH
Initials: HW	

**Lansdowne Arts Board**  
**Minutes**  
**December 1, 2015 – 7:00 PM**  
**2020 House**

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

The meeting was called to order at 7:15 PM

**Approval of Minutes**

The December, 2015 minutes were approved.

***Mission Driven Projects, Events and Activities***

***Christmas Carol***

Overall the event was a big success. Seating was available for 50, and 60 people attended. Had the weather been better (it was rainy and muddy out), many audience members would have been turned away. Mr. Reed's performance was superb, and he agreed to do the show again next year. The site was beautiful; there was ample food and beverage, and Bonnie's Wonder Garden's elegant wreaths adorning the walls.

Next year the board agreed to include an RSVP form, and for attendees to receive an email a few days prior to the event confirming attendance. Also suggested: less food, and coat hangers for the coat rack. The group agreed to continue hosting the event at the 20\*20 House as an Arts Board, community exclusive event; the overriding sentiment was that continuing to host the event at the 20\*20 House provides the Arts Board with an important opportunity to showcase the building while also promoting the group's mission as a community-based organization.

***Gallery Opening***

The Board discussed the possibility of asking Mr. Liu to extend his show through the end of the Inside Out programming. Mr. Liu will be asked to help staff the gallery for some of the weekend hours if the show is extended.

Questions for Mr. Liu:

- Can he attend April 15 (Friday night) gala event, with some presence at 20\*20 House.
- Can he do an additional talk on April 16
- Send image for card ASAP.
- Send title and description of the nature of his art.
- Send bio for the website, plus artist's statement
- Send photo of artist in his space

The Coordinator will work with the Borough Manager to have doors installed between the gallery and the kitchen at the 20\*20 House. This will happen prior to the Mr. Liu's March 12 gallery opening.

### ***Inside Out Programming***

For the April 16 *Inside Out* Community Day event, the Board would like to have a table promoting the Arts Board at the 20\*20 House, as well as a printmaking activity at the 20\*20 House. (If an event is held new printmaking supplies will need to be purchased). Discussion ensued as to whether the two events were compatible. No formal decision was made on this point.

Below are ideas of possible *Inside Out* activities, as culled from the Board discussion, and also pulled from other *Inside Out* participating communities:

### **Social media/PR**

1. Brochure and map to help viewers find the artwork on display.
2. Web-based application that can be used on any device is available with maps, images and other details.
3. Maps also inserted in the weekly local newspaper
4. Instagram - hashtag each pic
5. Video interviews/blurbs of Lansdowne working artists
  - LAB/Borough website
  - Why local artists chose Lansdowne.
  - Demo Lansdowne's diverse arts community.
  - Collaborate with LEDC
  - Strategize w/ Liz Coats re: approaching Jones sisters, her close friends.

### **Collaborations with local institutions**

1. Library - create reading lists based on the artwork
2. Talks at local library
3. Community garden exhibition - highlights the intersection of gardening, nutrition and art.
4. Riverfront - highlights the history/issues addressing the watershed and connections to the arts.

5. Restaurants - do activities with food local vendors
6. Curator-led museum tours
7. Student artwork and gallery
  - Students to do self-portraits "in the manner of", or actual portraits of the artists...
  - Children's gallery @ 20\*20 House.
  - Run competition w/ each grade's winners.
  - Wm Penn elementary schools & Lansdowne Friends School

### **Community activities**

1. Store front artwork
2. Connect with the LAB Jacque Liu and Elisabeth Nickles gallery shows
3. July 4th arts themed floats
4. Block parties to include music, food, guided curator-led tours, etc.
5. Fairs and Festivals - featuring live music and food.
6. Pop up shops
7. Theme based community dinners (such as *diner en blanc*)
8. Photo contests
9. Sidewalk stencils
  - Spray paint with arrows indicating where the various events/art pieces are.
10. Also: sidewalk footprints, specifically pointing to other points of interest around town (eg Marlyn Park, Sycamore Park, etc)
11. Painting party
  - Possibly reproduce a museum painting, and include a short talk on the artist and his/her process. Saturday community day @ 20CC or 2-3 evenings throughout 3 month run. Evenings could include local restaurants supplying food nibbles (donated or paid for from participant fee).
12. Punch card/phone pics of artwork
  - Means to demonstrate that people have toured the entire series - then get 10% off at local restaurants
13. Photowalk/Store front artwork
  - Possibly share pics with Art Museum; Gavin and Patterson are planning to do pics at Noel Schmidt building.
  - Have local art out for the duration of the 3 months all over town (at the gallery, in store front windows, etc).
14. Solstice Activities
  - Art-making\Summer solstice\Full Moon walking tours
  - Yoga on the Summer Solstice
  - Talks based on the movements of the sun and moon.
15. Photo booth

- Sponsored by a local business. With fun artist props like berets, big paintbrushes, palettes, frames, art smocks, mustaches.
- Could make melted watches (Salvador Dali), ear bandage (Vincent Van Gogh).
- Booths are really hot right now.
- "Everyone's An Artist" Photo Booth.
- For the April 14-15 Friday night/Saturday events.

### **Tours**

1. Bike and walking tours
2. Bus tours
3. Guided tours of the original works
4. Downtown tour of the installations
5. Talks
6. Historic tour of Lansdowne
  - include “arty” info about the community

### **Lansdowne Borough**

1. Rename (temporarily?) Lansdowne Ave as “Avenue of the Arts”
2. New banners
  - Saying something about *Inside Out* and the Arts in Lansdowne

### **Questions for the *Inside Out* team:**

1. When do the PMA sponsored tours occur?
2. Will they bus people in?
3. Give out train passes?
4. How does traffic flow during the series?
5. What events are scheduled for the 20th CC for April?
6. How does LAB fit in?
7. How does the Friday night guest list work (can LAB invite folk?)
8. Possible to invite Jacque to the 4/15 evening event? Have a simultaneous opening at the 20\*20 House?
9. Invite Linley Jones (model and NYC fashionista & social media entrepreneur) and filmmaker/model boyfriend and sister Kelly (who works at Pixar in NYC) to the both 4/15 & 4/16 events to film attendees?
10. Possible to do table @ 20CC and printmaking event at 20\*20 on 4/16?

### **Borough Council Liaison Update and Discussion**

2015 year in review - a forward-moving year for the Arts Board. Borough Council would like to see more usage of the building in the coming year. A discussion ensued concerning the what the use of the building should be, and why the Arts Board has responsibility for the building.

Ms. James would like more background information about the Arts Board; as per the Arts Board members' suggestions, the Coordinator will send Ms. James the following documents:

1. The CultureWorks final report
2. Second State Press Plan
3. The Arts Plan
4. Borough Council Resolution 2013-12  
(concerning Arts Board terms and composition).

**Next Meeting's Agenda:**

The board will discuss strategic plans for 2016, and review next steps for the *Inside Out* project. In preparation for the next meeting the board and Ms. James will review the Coordinator's Project Overview. The board will continue to discuss how to create revenue for the 20\*20 House.

**Adjournment**

The meeting was adjourned at 9:19pm.

<p><b><i>LAB Next Steps</i></b></p> <ul style="list-style-type: none"><li>● Megan Halsey:</li><li>● Clare Hughes:</li><li>● Bill Patterson:</li><li>● Liz Steele Coates:</li><li>● Maya Winters:</li><li>● Hanne Weedon:</li></ul>	<p><b><i>Next board meeting agenda:</i></b></p> <p><b><i>Next LAB meetings</i></b> <i>Second Tuesdays, 7pm, 20*20 House</i> 2/09, 3/08, 4/12, 5/10, etc.</p>
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***Questions for Borough Liaison/Borough Council:***

***Questions for Borough Manager:***