

Lansdowne Arts Board
Agenda
March 10, 2015 – 7:00 PM
2020 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 December and January minutes	MH
2. LAB mission review	CH
3. Mission driven projects: <ul style="list-style-type: none">● 2015 Core Goals update● Town research project (based on Core Goals)	MH, HW
4. Coordinator Update	HW
5. Business <ul style="list-style-type: none">● 2020 House rental - CT/ES● Council Changes● Change meeting night● Vice Chair	MH MH MH MH
6. Adjournment	MH
Initials: HW	

Lansdowne Arts Board
Minutes
January 13, 2015 – 7:00 PM
20th Century Club & 2020 House

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

The meeting was called to order at 7:35 PM

Approval of Minutes

The December 2014 and January 2015 minutes were approved.

Borough Council update

Newly elected Borough Council Arts Board liaison Tangela James introduced herself to the board. She is the chair of the Economic Development Committee, and amongst other things, is the editor-in-chief of the Lansdowne Democratic Committee's biannual newsletter, the *Lansdowne Leader*. Although she is not an artist, Ms. James said she appreciates the arts, and in particular, loves poetry.

Meeting overview

Ms. Halsey gave a brief overview of the meeting's agenda, and described the broader context of the Arts Board's efforts, based on the fall's goals setting meetings, and more recent meetings with the Borough Manager. She stated that she wanted the group to refocus on its mission, and then asked Ms. Hughes to make a presentation to the group on this topic.

Arts Board mission overview

Ms. Hughes started her presentation by reminding people that the Arts Board is a commission of the Borough government. Serving on behalf of the Lansdowne Borough, the Arts Board's mission is to "create, foster, and promote Lansdowne's identity as a vibrant and inspiring artistic community." The role of a commission to make recommendations to Borough Council. Salon Sundays, a local speakers series that the board ran from ____ to _____, was an excellent example of what the board should not be doing. While it was a fun, engaging experience, and

one Ms. Hughes personally enjoyed very much, the Salon Sundays series was primarily focused on programming, fundraising, and providing an enriching experience for the local artistic community; this is not what the Arts Board was commissioned to do.

The questions, “What can we do for local artists?” and “What are fun events to pull off?” are not the key questions for the Arts Board to answer.

Lansdowne Theater’s Liquor Referendum

Ms. Hughes mentioned her personal support for the limited liquor referendum being promoted by the Lansdowne Theater Historic Corporation. She reminded board members that it might only take one thing to put a town on the map, and that getting the Theater up and running as a significant regional music venue could be just the spark that Lansdowne requires. Being able to sell liquor on site would be a potential revenue source, and would ensure that the Theater be competitive compared to other local music venues.

The possibility of bringing 1300 people in to town a couple nights a week to see live music could do much on many levels - providing such benefits, for example, as significantly increased visibility and awareness for Lansdowne; parking revenue for the Borough, and increased support for Lansdowne business such as local restaurants. Glenside’s Keswick Theater helped make such a turnaround happen in the previously sleepy town just north of Philadelphia.

In general, Lansdowne needs fewer vacant properties, more local business, and a stronger tax base. With a bigger tax base, there will be “more things to do,” Ms. Hughes stated, and more will be possible. It will be important for the Arts Board to help with building the community's brand, to review what other communities have done, and to consider what actions to recommend to Borough Council to promote and support the Arts in this town.

The 20*20 House

The Borough came to the Arts Board, having purchased the property at 20 Lansdowne Court (eventually known as the 20*20 House), in 2007, and requested the Arts Board “do something artsy” with the property. Although the Arts Board has taken upon itself to do activities at the 20*20 House, stewardship of the building was never part of the Arts Board’s function.

Discussion ensued during which board members weighed in on what the arts board’s mission includes: branding (logos, flags, etc), encouraging the Borough to hire a marketing firm. Members reviewed their personal sense of relevance and connection to the board and its mission; Ms. Halsey reminded the group that in many ways members serve as a focus group for brainstorming ideas.

Additional questions surfaced about whether the Borough would complete the 20*20 House if no Arts Board events were scheduled. Ms. Hughes suggested that the new Borough Council Liaison might be able to play an advocacy role. Ms. Weedon explained that the Borough Manager had

told her that the 20th Century Club and the 20*20 House landscaping project was slated to begin Fall, 2015.

Ms. Weedon explained to the Board that renting out the 20*20 House for mission-relevant events was permissible by the Borough.

Mr. Patterson suggested that the board not focus on the building for a while, as it has been at the center of the board’s attention, and has distracted from the rest of the mission.

LAB Goals

Ms. Halsey reviewed the Arts Board’s updated, mission-driven goals, as compiled by the Borough Manager and Ms. Halsey earlier in the winter.

The first section (below) is a series of statements made by the Borough Manager about what the Arts Board is and is not:

- The Arts Board is not about supporting local artists. But if the town’s exposure and culture grows, that is a win for local artists.
- Any LAB projects need to be about identity and programming; do not worry about fund raising. The LAB and the 20*20 House are not about fund raising, they’re about the identity of the town. Any amount raised [at a fundraiser] would be so minimal, it would be negligible.
- Residencies would be useful in building underground momentum, and useful as part of a PR campaign
- Printmaking is unique, part of the “scaffolding,” the big picture.

Next, Ms. Halsey reviewed the Arts Board’s list of mission-driven upcoming projects:

Mission-Driven Projects as compiled by Craig Totaro & Megan Halsey	
Gallery shows - In progress.	Comparable towns - Begin soon.
June event ¹ - Begin soon.	Grants - On-going Coordinator project.
Street Banners - Begin soon.	Printmaking - (grants, equipment options, etc). On-going Coordinator project.
Storefront Artwork - Begin soon.	Residencies - Future.

¹ June event: Get the word out/promote/publicize activities at the 2020 House - eg. Farmer’s Market presence: printmaking event? Community Day?

Comparable Towns Project

Arts Board members reviewed a preliminary list of comparable arts towns. Each member chose a couple towns to research and will present to findings to the board. Ms. Hughes reflected that Lansdowne is a very rare finding, as there are about six other municipally funded local arts agencies in the country. (Ms. Hughes is the foremost academic expert in public model local arts agencies in census-designated places with populations under 50k.)

Comparable Towns questions to research:

- Is the town arts programming municipally funded?
- Is the town a county seat?
- What were key catalysts in establishing the town as an arts community?
- What are similarities to Lansdowne? Differences?
- What is the median income, education level.
- What is the town population make-up?

(An inconclusive list of...) Arts Board towns to research:

<ul style="list-style-type: none"> ✓ Cody, WY ✓ Delray Beach, FL Denison, TX Fredericksburg, TX Gatlinburg, TN 	<ul style="list-style-type: none"> ✓ Madrid, NM Manitou Springs, CO ✓ Millville, NJ Nashville, IN ✓ Phoenixville, PA 	<ul style="list-style-type: none"> Port Townsend, WA ✓ Red Bank, NJ ✓ Red Hook, NY Staunton, VA ✓ St. Augustine, FL 	<ul style="list-style-type: none"> Sag Harbor, NY Silver City, NM
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Upcoming small towns presentations

April

- Red Bank, NJ - Ms. Winters
- Madrid, NM - Ms. Halsey
- Red Hook, NY - Ms. Halsey

May

- Cody, WY - Ms. Hughes
- St. Augustine, FL - Ms. Hughes
- Delray Beach, FL - Ms. Steele-Coats

June/July

- Millville, NJ - Ms. Winters
- Ambler, PA - Mr. Patterson
- Phoenixville, PA - Mr. Patterson

Coordinator update

The Coordinator updated the board on her activities for the past 2.5 months. Major projects included:

- LAB meetings and committees
- Small Towns research

- LAB chair, Borough manager meetings
- CultureWorks research
- Goals and mission discussion/review
- Mayor's column newsletter

Additionally, the Coordinator updated the board concerning securing a social media intern (meeting with Katie Locke 3/19/15), and working with the Visual Committee on finding a jurist for 20*20 House gallery shows.

Vice-Chair Vote:

Ms. Halsey described the board's need to have the vice-chair position filled, and nominated Ms. Hughes to play the role. Ms. Hughes accepted the nomination, and the Board voted to approve Ms. Hughes becoming the new vice-chair.

LAB Next Steps

- **LEDC annual meeting** - Encourage LAB members to attend.
- **Send Tangelia James** the CultureWorks document.
- **Write Arts Board update** for Lansdowne Leader by March 19.
- **Small Towns Research** - Ask Lisa & Della to pick towns to review, and chose a date to present.
- **Store front art** - Check with Bill Patterson about before moving forward on that project. Bill to coordinate the conversations.
- **National Arts Advocacy Day** - March 24 is National Arts Advocacy Day. Check with Megan about what to do about this.
- **Outreach:** Ask additional email lists if they would like to opt-in to our mailing list. Create a .pdf with photos, information, etc.
- **BC presentation:** Create a roadmap with MH for Borough Council re: goals and accomplishments.
- **2020 House history:** Check with library staff (Sandra) about existing 2020 house archives, architectural info, is there a library resource to access, etc. Clare's husband Bill is a librarian and could likely access helpful information. Also, ask Matt Schultz who is the local historian (see FB) and could that person assist with research?
- **Remaining budget:** Check with C. Totaro about how the remaining \$300 can be spent
- **Kitchen doors:** Follow up with C. Totaro about M. Schleigh's suggestion for kitchen doors. Check with M. Taylor for options/sizes.. Possibility of Borough Council funding it.
- **National Arts Advocacy Day** - March 23, 2015. Do something with LAB. Share on FB. Have everyone connected to LAB share their passion for the arts. Even if it's just liking LAB FB page, or sharing an "I support the arts" post.

On-going:

- **Upcoming workshops/conferences:** Check out the Cultural Alliance (Jessica Eldridge), the Delaware Valley Planning Commission, and the Independence Foundation (Sue Heckorette: use Clare's name as part of Young Playwrites). Check in monthly re: upcoming

workshops/conferences, etc.

Next board meeting agenda

Next LAB meetings

Second Tuesday of every month, 7pm at the 20*20 House
4/14, 5/12, 6/09, 7/14, 8/11, etc.

Questions for Borough Liaison/Borough Council: