

**Lansdowne Arts Board  
Agenda  
April 14, 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 March minutes	MH
2. Mission driven projects: <ul style="list-style-type: none"> <li>● Update on gallery shows (timing, details, space)</li> <li>● Town research project               <ul style="list-style-type: none"> <li>● Red Bank, NJ - Ms. Winters</li> <li>● Madrid, NM - Ms. Halsey</li> <li>● Red Hook, NY - Ms. Halsey</li> </ul> </li> </ul>	HW MH MW
3. Coordinator Update <ul style="list-style-type: none"> <li>● Intern</li> <li>● 20/20 House history update</li> <li>● Upcoming conferences and workshops</li> </ul>	HW
4. Business <ul style="list-style-type: none"> <li>● LEDC event update</li> <li>● Della Cowall resignation</li> </ul>	MH
5. Adjournment	MH
Initials: HW	

**Lansdowne Arts Board**  
**Minutes**  
**April 14, 2015 – 7:00 PM**  
**20/20 House**

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

The meeting was called to order at 7:08 PM

**Approval of Minutes**

The March 2015 minutes were approved.

**Mission Driven Projects**

***Bridgette Mayer letter:***

Review of the Bridgette Mayer letter. The group decided to offer the honorarium upfront in the letter, shorten the letter, and “include pics below.” Plan to send the letter from Megan Halsey, Arts Board Chair, and list the other board members by name. Send the final version to the entire board, as well as to Craig Totaro, Tangela James, and Genevieve Coutroubis for final approval.

***Arts Gallery timing:***

***Vote:*** To have the Arts Board gallery opening occur the same weekend as the Arts Festival, September 12-13.

The Arts Festival people are in support having the gallery opening happen simultaneous to the Arts Festival. The Arts Festival as a very different audience from the expected Gallery audience. The arts Board plans to have the gallery opening Saturday evening, September 12, and then open again on during the festival on Sunday, September 13. The two events can happen simultaneously as long as the entire board helps out with the gallery show, Ms. Halsey states.

The group decided to schedule the additional 2-3 Fall 2015 artist shows later in the spring.

***Art Gallery space:***

***Vote:*** To use standard, custom wall hooks to hang artwork, instead of a hanging system. The lighting system will be a standard track system using LED bulbs.

The 2nd and 3rd floors will never be accessible. How does this work with ADA regulations?

Ms. James will check with the Borough Manager and Michael Schleigh about whether the Arts Board may use the entire building as gallery space, or just the first floor. She will also check with Mr. Schleigh about how much money is available to purchase partition doors between the kitchen and art gallery space at the 20/20 House.

Ms. Weedon will follow up with Mike Taylor about setting up the lighting system in the space as well.

### **Coordinator update**

#### ***Arts Board Intern***

The Coordinator updated the board on the incoming intern, Katie Locke. The group was pleased that Ms. Locke will start working for the board starting in the summer.

#### ***20/20 House History***

It was suggested that Ms. Locke could take on compiling the history of the 20/20 House. The Coordinator had begun correspondence about this project with Matt Schultz, Executive Director Historic Lansdowne Theater Corporation.

#### ***Workshops and Conferences***

The Coordinator will provide a monthly update of upcoming conferences, workshops, and related events, from the following sources:

##### ***Organizations:***

- *CFEVA*
- *CultureWorks*
- *Del. Valley Reg. Planning Commission*
- *Greater Philadelphia Cultural Alliance*
- *Independence Foundation*
- *LEDC*
- *Moore College of Art*
- *Tyler School of Art*
- *Weebly*

##### ***Newsletters:***

- *Blue Avocado Magazine*
- *Philanthropy News Digest (Found Cent)*
- *ArtPlace America newsletter*

#### ***Funding***

The Coordinator will check in with Craig Totaro, Ellen Lustgarden, Jessica Eldridge and review notes from Steven Wagner about which foundations might be possible strong leads for finding funding for the 20/20 House print shop program. Ms. Lustgarden and the LEDC (Lansdowne Economic Development Corporation) would be an obvious choice for the non-profit status needed for eligibility.

#### **Lansdowne Economic Development Corporation (LEDC) Event**

Ms. Hughes and Ms. James updated the group on the March 26th Annual Meeting. It was a fairly well-attended, pleasant event.

### **Farmer's Market Community Day**

Ms. Halsey updated the group on the upcoming Community Day at the June 27th Farmer's Market. Members asked whether the Arts Board might participate in the August Community Day as well as the June event. Ms. Halsey stressed that participating in either Community Day would provide the Arts Board increased visibility.

At the June event, the Arts Board will have a printmaking table. The Coordinator will check with Ms. Steele-Coats about her funding needs. Ms. Steele-Coats will be cutting printmaking plates, and Ms. Winters has equipment for cutting linoleum. Ms. Halsey will send the Coordinator the banner company information so that the Coordinator can create the event banners.

The Coordinator will look into how to get a table at University City's Clark Park Community Day.

### **Board Member Update**

The group accepted Della Cowall's resignation from the Arts Board. Ms. Halsey will bring a thank you letter, to be signed by the full board, which will get sent out after the next meeting.

Ms. Hughes suggested that the Arts Board advertise for new board members on the Borough website, just as all other Borough commissions do.

The Coordinator will check with the Borough Manager about being added to the Borough website's list of local boards and commissions.

### **Comparable Towns Project**

*The goal of this project is to provide Arts Board members a chance to engage in learning about comparable arts towns around the country, and to share this knowledge with other board members. Through this process of learning and sharing, the Chair hopes that board members would be inspired and excited about Arts Board activities. The best practices data collected from this project be useful to the board.*

Ms. Halsey presented an overview on two arts towns: Madrid, NM, and Red Hook, NY.

The Coordinator will create a spreadsheet for the Arts Board to use to collect and compare best practice findings. The spreadsheet can also be used to collect information from each town's census information, and will provide a template for the next town presentations.

Comparable Towns questions to research:

- **\*\*New\*\*** Where does the money come from? What is the art market? Who supports/purchases/consumes the artists' work?
- 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:

- |                    |                     |                     |                 |
|--------------------|---------------------|---------------------|-----------------|
| ✓ Cody, WY         | ✓ Madrid, NM        | Port Townsend, WA   | Sag Harbor, NY  |
| ✓ Delray Beach, FL | Manitou Springs, CO | ✓ Red Bank, NJ      | Silver City, NM |
| Denison, TX        | ✓ Millville, NJ     | ✓ Red Hook, NY      |                 |
| Fredericksburg, TX | Nashville, IN       | Staunton, VA        |                 |
| Gatlinburg, TN     | ✓ Phoenixville, PA  | ✓ St. Augustine, FL |                 |

### Upcoming small towns presentations

#### *May*

- Red Bank, NJ - Ms. Winters
- 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

### Adjournment

The meeting was adjourned at 9pm.

#### ***LAB Next Steps***

- **Foundations:** Check with Ellen L., Craig T., Jessica E., about what is out there, what are they funding, what are deadlines, etc.?
- **Comparable Towns:** create spreadsheet to compare relevant facts; board to select which aspects of each town matter most.
- **Community Day:** Possible to participate in both June and August events? Check with Liz Steele-Coats about her funding needs. Order banners. Work with M. Halset to create cards, etc.
- **Clark Park:** Look into community day dates, requirements.
- **New members:** ask C. Totaro about possibility of advertising on Borough website for new members.
- **Gallery Opening:** to occur during the Arts Fest, on Saturday evening, September 12, and September 13, daytime.
- **Gallery letter:** send to Craig Torao, Genevieve Coutroubis, Tangela James.
- **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.

- **20/20 House history - for intern:** Library staff re: existing 20/20 house archives, architectural info, is there a library resource to access, etc. Bill Hughes (Clare's husband) is a librarian and could likely access helpful information. Also, review Matt Schultz emails and history.
- **Upcoming workshops/conferences:** Review monthly

*Next board meeting agenda*

**Next LAB meetings**

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

***Questions for Borough Liaison/Borough Council:***

- Does the lack of the 20/20 House's accessibility have an impact on public usage of the space? Can the gallery space extend upstairs?
- Check with Michael Schleigh about how much money is available to purchase partition doors between the kitchen and art gallery space at the 20/20 House.