

**Lansdowne Arts Board
Agenda
May 12, 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 |
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| 1. Approval of April minutes (5 minutes) | MH |
| 2. Mission driven projects: <ul style="list-style-type: none"> ● Community Day (10 minutes) ● Gallery Opening (20 minutes) ● Welcome packets (5 minutes) ● Town research project (45 minutes) <ul style="list-style-type: none"> ○ Red Bank, NJ ○ Delray Beach, FL | MW LS-C, MH MH, HW HW MH, MW, LS-C |
| 3. Business <ul style="list-style-type: none"> ● Storefront Artwork, public displays, murals, etc (5 minutes) | BP |
| 4. Adjournment | MH |
| Initials: HW | |

**Lansdowne Arts Board
Minutes
May 12, 2015 – 7:00 PM
2020 House**

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

The meeting was called to order at 7:14 PM

Approval of Minutes

The April 2015 minutes were approved.

Borough Liaison

Tangela James can no longer come to Arts Board meetings on Tuesdays. The Coordinator is checking with her about whether other nights of the week might work for her. Ms. James had suggested that perhaps an Arts Board member might be able to attend Economic Development meetings every couple of months to provide an Arts Board update. Ms. Nelson-Haynes mentioned how important it is that Borough Council know what is happening with the Arts Board, and having someone attend LAB meetings would be an important way to get to know the board and how it works. She and Ms. Halsey both stated that they hoped that Ms. James would be able to attend future meetings.

Board meeting summer schedule (7pm at the 20/20 House)

- Monday June 1
- Monday, July 6
- Wednesday, August 19

- Tuesday, September 8

Community Day

Ms. Halsey started the conversation by saying that doing an arts project at the Lansdowne Farmer's Market Community Day is a chance for the Arts Board to be visible to the community. The board discussed various details concerning doing a printmaking project at a Community Day table.

Ms. Steele-Coates said she thought the day would be fairly easy. The Arts Board will have a tent, banners, totes to be printed which will be for sale, linoleum blocks and ink with which to print.

Volunteers:

- Hanne: 8am - 1pm
- Bill: early morning tent & table set up
- Megan: arts assistant
- Maya: possible assistant?

Equipment:

- Ms. Steele-Coates will order the equipment needed.
- Ms. Halsey will plan to have the save-the-date cards ready for the next Farmer's Market.
- Ms. Weedon will bring papertowels and trash bags, and secure Borough chairs (5) and tables (8' and 6').
- *(Not discussed) Ms. Halsey may make a poster that can go to the library, train stations, etc. A board member will be needed to distribute.*

Gallery Opening

Ms. Halsey opened the conversation by explaining the significance of having Bridgette Mayer agree to jurying a show or series of shows. Having a known name attached to this kind of an event at the 20/20 House will mean significant visibility, as artists will want to get their work in front of Ms. Mayer; additionally, people will be willing to spend money to do so.

The Arts Board will put out a call-for-entries, using a program (was going to be SlideRoom, but that is no longer an option as it is prohibitively pricey) to collect work and payments of ~\$30/per applicant.

(Does the board intend to take advantage of the fact that artists will be willing to spend money to get in front of BM? Even if that is hard on many artists? See GC notes from 5/15)

Ms. Nelson-Haynes suggested that the Arts Board be mindful of making sure projects are economically accessible going forward, as eventually the fees really add up for artists who are applying to shows. For example, sometimes festivals offer lower price points as part of an early

bird special.

Timeline:

- Call for art work goes out _____
- BM judges artwork July 7
- The application program will need to be selected and set up.
- The call for artwork will need to be set up.
- Announcement cards will need to be completed.
- The artists' agreement will need to be drafted - including information about the fact that artists will need to self-insure.
- Lighting for the space will need to be completed, and a door between the kitchen and main gallery space installed.
- Gallery hours:
 - Saturday, September 12: 4-8pm (**Opening Night**)
 - Sunday, September 13: 12-4pm
 - Open September 19, 20, 26, and 27 (Saturdays and Sundays) 12-4pm.
 - (*GC says offer 2-3 month show to make it worth it to the artists - see GC 5/15 notes*)
- Arts Board members will need to attend Opening Night.
- Ms. Halsey will check with local restaurants about how to handle any potential competition with the Arts Fest and local 1st Friday events.
- Ms. Winters agreed to review and edit the prospectus. It should include: notification of selection date, accepted work insurance & liability, reproduction rights, sales, delivery & pickup of original art. etc.

A brief discussion ensued where the Arts Board discussed the merits of asking a local restaurants like *Avianna* to host of prix-fixe dinner for after the gallery show. One idea is that the board could ask Ms. Mayer to join the dinner party after the show, assuming she attended the show. If Ms. Mayer did not stick around after the show, it could be an interesting thing to ask her to return to do an additional event in the future.

Ms. Nelson-Haynes suggested that the board have a press release to go out to *Flying Kite*, a Philadelphia weekly online magazine focused on what's next for the city and its suburbs. She knows the editor, Michelle Freeman, and offered to work with Ms. Hughes about creating a press release for the gallery opening. Ms. Nelson-Haynes said she would find out deadline information for the Arts Board.

Ms. Nelson-Haynes also said she could look into making contact with InLiquid's ED Rachel Zimmermann to see if LAB might piggyback off of their *SlideRoom* account, and what that would cost.

Business

Mr. Patterson briefly discussed the role of the LBPA and the LEDC around putting up flag banners, bridge decorations, and possibly pop up stores in vacant properties. Ms. Halsey clarified that the role of the Arts Board in such projects would be to come up with ideas and themes, to be the aesthetic consultant, and then to pass these ideas on to Mr. Patterson and the LBPA and LEDC.

Welcome packets

The Arts Board agreed to suggest to Ms. James that the new resident welcome packets include the Arts Board’s map. Perhaps August packets could include information about Arts Board activities as well (such as the Gallery opening).

Comparable Towns Project

Ms. Halsey began the presentation by reminding Arts Board members that the goal of the project is to compare, learn from and have fun in the process of comparing towns. The board will review all the information gathered at the end of the series.

Ms. Steele-Coates and Ms. Winters presented information about Delray Beach, FL and Red Bank, NJ, respectively.

Ms. Weedon will check back with the Arts Board about what struck each member concerning each town, and then collect and track that data for the board. Also to be collected into an excel file is any available census data, along with whatever information on each town that individuals might have gathered.

Ms. Nelson-Haynes agreed that she would do a presentation on The Yard, in Martha’s Vineyard, in July.

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:

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|--------------------|---------------------|-------------------|-----------------|
| ✓ Cody, WY | ✓ Madrid, NM | Port Townsend, WA | Sag Harbor, NY |
| ✓ Delray Beach, FL | Manitou Springs, CO | ✓ Red Bank, NJ | Silver City, NM |

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| Denison, TX Fredericksburg, TX Gatlinburg, TN | ✓ Millville, NJ Nashville, IN ✓ Phoenixville, PA | ✓ Red Hook, NY Staunton, VA ✓ St. Augustine, FL | |
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Upcoming small towns presentations

June/July/August

- Cody, WY - Ms. Hughes
- St. Augustine, FL - Ms. Hughes
- Millville, NJ - Ms. Winters
- Ambler, PA - Mr. Patterson
- Phoenixville, PA - Mr. Patterson
- The Yard, Martha's Vineyard, MA - Ms. Nelson-Haynes

LAB Next Steps

- Lisa Nelson-Haynes:
 - Contact InLiquid re: renting/borrowing their SlideRoom account
 - Attend September 12 Gallery Opening
 - Create press release with Clare Hughes
 - Present on The Yard, Martha's Vineyard, MA (date to be decided)
 - Provide feedback on what was relevant about the most recent Comparable Towns presentations

- Maya:
 - Review prospectus
 - Check SlideRoom alternates
 - Help with printmaking at Community Day
 - Present on Millville, NJ (date to be decided)
 - Provide feedback on what was relevant about the most recent Comparable Towns presentations
 - Attend September 12 Gallery Opening

- Bill:
 - Help with printmaking set up at Community Day
 - Present on Ambler and Phoenixville, PA (date to be decided)
 - Provide feedback on what was relevant about the most recent Comparable Towns presentations
 - Attend September 12 Gallery Opening

- Clare:

- Help write Gallery Opening press release
- Present on Cody, WY, and St. Augustine, FL (date to be decided)
- Attend September 12 Gallery Opening

- Megan:
 - Edit postcard & order once BC approves funding.
 - Create poster for train station, library?
 - Help with printmaking at Community Day
 - Build and maintain relationship with Bridgette Mayer
 - Provide feedback on what was relevant about the most recent Comparable Towns presentations
 - Attend September 12 Gallery Opening

- Liz:
 - Order Community Day supplies
 - Run printmaking event at Community Day
 - Buy tote bags, tent, purchase paper goods
 - Provide feedback on what was relevant about the most recent Comparable Towns presentations
 - Attend September 12 Gallery Opening

- Hanne:
 - Check with Tangela James about alternate evenings, and attending Econ Dev. Committee - review with MH and CH who will attend what.
 - Order tote bags, tent, purchase paper goods
 - Sign LAB up for a Community Day table June 4
 - Secure chairs and tables for Community Day: pick up and delivery?
 - Help with printmaking at Community Day
 - Help select free/inexpensive data gathering method/tracking program
 - Check with Genevieve Coutroubis about SlideRoom, setting up an artists-friendly Gallery event, etc.
 - Create artists' agreement
 - Oversee getting lighting up at 20/20 House
 - Oversee getting kitchen doors hung at 20/20 House
 - Manage call for artists/getting the word out about Gallery Opening
 - Manage applications
 - More on Gallery stuff as the time draws closer....

Other/backburner/intern:

- .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?

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 (not for summer 2015, however)

****REVISED DATES**:**

6/01, 7/06, 8/19, 9/08

Questions for Borough Liaison/Borough Council: