

**Lansdowne Arts Board
Agenda
June 1, 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 May minutes (2 minutes)	MH
2. Mission driven projects: <ul style="list-style-type: none"> ● Community Day (10 minutes) ● Gallery Opening (20 minutes) ● Tax Incentive workshop (5 minutes) ● Cultural Alliance Meeting (5 minutes) ● Town research project (25 minutes) <ul style="list-style-type: none"> ○ Ambler, PA ○ Cody, WY or St. Augustine, FL 	MW HW, MH CH MH, HW MH, CH
3. Business (20 minutes) <ul style="list-style-type: none"> ● Community News ● Economic Development: Who attends? ● 20*20 House: lighting, doors ● Intern Update 	MH MH HW HW
4. Adjournment	MH
Initials: HW	

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

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

Call to order

The meeting was called to order at 7:15 PM

Approval of Minutes

The May 2015 minutes were approved.

Borough Liaison

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

- Monday, July 6
- Wednesday, August 19
- Tuesday, September 8

Community Day

- Maya, Lisa, Clare, Liz, Bill (am only), Hanne, Megan to attend the Community Day.
- Community Day post cards will be delivered to Borough Hall on Thursday, June 4. Ms. Weedon will collect and take to Ms. Steele-Coates for the Saturday Farmer's Market.
- Ms. Halsey to do posters...?
- Press release needs to go to the Farmer's Market (use the ditty on the postcard as a press release and send to J. Hoff)
- Ms. Weedon to drop off 2 printmaking plates to Ms. Winters to cut for the day. Ms. Halsey to do an "I ♥ Art" print. Ms. Steele-Coates has 30+ blocks already carved.
- Tent has not been approved, so the Arts Board will purchase an umbrella. If we get there early, J. Hoff can put LAB under the tree.
- Ms. Weedon to pick up an Ikea umbrella, order bags, bring supplies, pick up and deliver tables and chairs.
- Plan to email/phone a few days in advance to decide who is doing what.

Gallery Opening

The Arts Board has requested funding from Borough Council to use submittable.com, and to advertise in both NYFA.org and ProfessionalArtsistMag.com. Pending funding approval, as well as approval from juror Bridgette Mayer, the call for artists will be posted and the submittable.com site will go live at the end of the week.

Ms. Weedon will send the Arts Board the link to the submittable.com site, as well as the call for artists.

After the site goes live, Ms. Weedon will focus on getting the doors and lighting worked on for the Gallery space.

To do/timeline:

- ***Notification and selection date...Needs to be decided.***
- Call for art work goes ASAP
- BM judges artwork July 7
- Announcement cards to go out/will need to be completed.
- Artist agreement to be drafted.
- Lighting for the space to be completed, and a door between the kitchen and main gallery space to be installed.
- Ms. Nelson-Haynes and Ms. Hughes agreed to help work on the press release, and Ms. Weedon asked them to help with creating a PR strategy as well.
- Gallery hours:
 - Saturday, September 12: 4-8pm (Opening Night)
 - Sunday, September 13: 12-4pm
 - Open Saturdays and Sundays, September and October, 12-4pm.
 - 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.

Tax Incentives Workshop

Ms. Hughes strongly encouraged board members to consider attending a Delaware Valley Planning Commission seminar on assisting communities with creating tax incentives. The seminar will be Friday, June 19 from 8-10:30 at Independence Mall. Ms. Weedon will check with Mr. Patterson and Ms. Nelson-Haynes about whether they can attend.

Cultural Alliance Meeting

Ms. Halsey and Ms. Weedon reported on a recent meeting with local suburban arts center

leadership and the new president of the Philadelphia Cultural Alliance, Maud Lyon. About a dozen EDs attended, some good personal connections were made, and will be followed up on. Ms. Lyon committed to working with the group to help with:

- Making the Case: why fund Arts Centers?
- Creating a Successful Business Model: the how and why of making it work
- Professional Development: marketing; institutional marketing; board development

Moving forward, there seemed to be significant interest in having a leaders peer discussion group which would allow leaders to learn from each other’s best practices.

Comparable Towns Project

Comparable Towns questions to research:

- 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?

Ms. Hughes gave an overview of St. Augustine, FL, and Ms. Weedon will check back with the Arts Board about what struck each member concerning the town later in the week.

Also, Ms. Weedon will collect and track whatever census data is available 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.

<p><i>July 6, 2015</i></p> <ul style="list-style-type: none"> ● The Yard, Martha’s Vineyard, MA - Ms. Nelson-Haynes ● Ambler, PA - Mr. Patterson 	<p><i>August 19, 2015</i></p> <ul style="list-style-type: none"> ● Cody, WY - Ms. Hughes ● Millville, NJ - Ms. Winters ● Phoenixville, PA - Mr. Patterson
---	---

Board Liaison

Ms. Halsey said she had spoken to Tangela James about the fact that it would be very helpful to have a Borough Council member attend LAB meetings, and not instead require that an LAB member attend Economic Development meetings. Next steps will be for Ms. Halsey to reach out to Craig Totaro, and Michael Schleigh.

Community News

- Ms. Halsey had lunch with the Arts Festival crew, and discussed possible crossover with the Arts Board Opening and the Festival. The Arts Festival volunteers are nervous about overlap requests for food.
- Debbie Brodeur was hired as the new Executive Director of the LEDC.
- LEDC has offered to help with PR for the Gallery Opening. LAB to work with Jennifer Hoff and Debbie Brodeur about getting a press release out. Original due date for LAB's press release to LEDC as suggested by Ms. Hoff was July 1, but it seems as of July 3 that Ms. Brodeur thinks there will be much more time.

Adjournment

The meeting was adjourned at 8:35 pm.

LAB Next Steps

- Megan Halsey:
 - Create poster for train station, library?
 - Create "I ♥ Art" print for Community Day
 - Help with printmaking at Community Day
 - Build and maintain relationship with Bridgette Mayer
 - Check with Terry (?) about restaurant request overlap and timing
 - Follow up with Tangela James, Craig Totaro and Michael Schleigh about a Borough Council presence at LAB meetings
 - Provide feedback on what was relevant about the most recent Comparable Towns presentations
 - Attend September 12 Gallery Opening
- Clare Hughes:
 - Attend June 19 Tax Incentives seminar?
 - Create Lansdowne (and further abroad) press releases for Opening with Lisa Nelson-Maynes
 - Help create PR campaign for Opening?
 - Present on Cody, WY at August 19 meeting
 - Attend September 12 Gallery Opening
- Lisa Nelson-Haynes:
 - Create Lansdowne (and further abroad) press releases for Opening with Clare Hughes
 - Help create PR campaign for Opening?

- Help with printmaking at Community Day
 - Attend September 12 Gallery Opening
 - Present on The Yard, Martha's Vineyard, MA at July 6 meeting.
 - Provide feedback on what was relevant about the most recent Comparable Towns presentations
- Bill Patterson:
 - Attend June 19 Tax Incentives seminar?
 - Help with printmaking set up at Community Day
 - Present on Ambler and Phoenixville, PA, July 6 and August 19, respectively
 - Provide feedback on what was relevant about the most recent Comparable Towns presentations
 - Attend September 12 Gallery Opening
- Liz Steele-Coates:
 - Distribute Community Day postcards at Farmer's Market
 - Bring supplies, 30+ carved blocks to Community Day
 - Run printmaking event at Community Day
 - Provide feedback on what was relevant about the most recent Comparable Towns presentations
 - Attend September 12 Gallery Opening
- Maya Winters:
 - Create two printmaking plates for Community Day
 - Help with printmaking at Community Day
 - Present on Millville, NJ August 19
 - Provide feedback on what was relevant about the most recent Comparable Towns presentations
 - Attend September 12 Gallery Opening
- Hanne Weedon:
 - Follow up with Megan Halsey re Econ Dev. Committee - review with MH and CH who will attend what.
 - Order tote bags, tent, purchase paper goods
 - Pick up and deliver chairs and tables for Community Day
 - Help with printmaking at Community Day
 - Help select free/inexpensive data gathering method/tracking program
 - Create artists' agreement

- Oversee getting lighting up at 20/20 House
- Oversee getting kitchen doors hung at 20/20 House
- Manage getting the word out about Gallery Opening
- Manage Opening applications
- More on Gallery stuff as the time draws closer....

Next board meeting agenda

Next LAB meetings

Second Tuesday of every month, 7pm at the 20*20 House (schedule has changed for summer 2015, however)

****REVISED DATES**:**

****7/06****, ****8/19****, 9/08, 10/13, 11/10, etc.

Questions for Borough Liaison/Borough Council: