

Minutes | 6/20/23

Attendees: Brian, Danielle Amodeo, Alyona Skripka, Garrett Williams, Joella Tarbutton (Jada), Kaye Carroll, Ron Smith, Eamonn Edge, Anna Polesny, Mi Belitsky
Absent: Jesse Hassinger; Pete Olsen; Thulani Davis

7:05pm | meeting called to order

- Reviewed guidelines

May Minutes

Anna moves to approve the minutes; Garrett seconds

Yay: Danielle, Jada, Garrett, Kaye, Mi, Eamonn; Abstain: Alyona, Anna, Ron

Minutes approved

Poet/Youth Poet Laureate Update

- no updates

ArtsEZ Grant Update

- Review guidelines & grant scoring criteria
- Portal for reviewing applications
- Ron to abstain for this grant round & observe; will meet w Brian to go over how to use the portal
- Only 4 members submitting score; Brian can tabulate scores by Tuesday since everyone didn't submit
- Category Preferences:
 - Garrett: Film / Media
 - Jada: theater/movement / dance
 - Eamonn: Mixed media, schools, music
 - Kaye: the grants they championed; visual arts & mixed media
 - Mi: Visual Arts, mixed media
 - Anna: anything
 - Thulani: (Brian TBD)
 - Alyona: mixed media, visual arts, dance
 - Danielle: agnostic
 - Jesse:

Grant Review will take place Tuesday, June 20 | 7-9pm

Everyone is clear on how to present

Brian reminds everyone that if they aren't prepared to present fully, email the group and ask to postpone. We want to ensure everyone's

Artist Reception Update

- Alyona: shares the poster design
- Goal: create intimate & fun environment where everyone can share a little bit of their gifts

- Goal: share more about how we choose grants to give people support with the process
- Host on Sept. 8 - it's one month before the fall application is due; will serve as outreach for future applicants. It's also on an arts night out
- Anna: has been trying to contact amy, but not getting response; wants to get through to help coordinate an arts night out
- Preferred venue: senior center, maybe bombyx

Alyona: want to create an evening experience; preferred venue is First Church; no alcohol inside & needs board approval

Brian: scheduling conflict - salsa in the park on Friday, Sept. 8; ends at 8/8:30pm; NAC staff cannot produce; recommends a Tuesday or Wednesday because there's less competition for programming

Anna: will have another meeting & find a venue; can we stand on our own?

Brian: we have a 5k following & an engaged following

Danielle: avoid permitting and do it at a bar or cafe that already has a bar/license

Brian: consider iconica as a venue; indoor/outdoor

Alyona: iconica seems small; aiming for 150 people; concerned about rain; want to be inside

Danielle: what about tellus?

Brian: too expensive

Mi: parlor room?

Alyona: only seats 50

Anna: how about memorial hall? brian's building?

Brian: yes, we can - brian can make the connection. Brian also suggests Smith boat house or venue at smith <https://www.smith.edu/about-smith/emo/conference-center/meetings-events>

Alyona: what's the process for approval?

Brian: this subcommittee meets; makes a plan; suggests a run-of-show with date, time, venue, then board approves

Garrett: plan is to present the program outline to the council and list the names of people they want to reach out to to perform and participate; then council approves this program with the list of tentative participants & a run-of-show

Anna: what do we need from brian?

Brian: nothing, you can present it at the July meeting

Anna: will screen share her letter; tech issues

Jada: knows a cello player; asked her if she would perform & she was so excited; now this person wants to perform with her orchestra and will do it for free; is very excited; & Jada is excited to have them as possible background noise. Thanks Brian profoundly for comp tickets; shares that she has been bringing people who have never been to AoM before; they all had amazing experiences and she is so excited to keep bringing people back who have never had this experience before

Brian shares mock-up for Anna; recommends Paradise Room at Smith; it's \$900 to rent; possible we can ask for discount; 175 capacity; parking; nice view; Memorial Hall is also an option and it's free; won't hold more than 100; likely holds 75 sitting; memorial hall doesn't have great sound; must be acoustic

Anna: Smith College venue sounds elegant; reads her letter; will email later

- end of summer gathering; arts cabaret
- showcase talent of the participants; no more than 5-10min per person to share art, music, video clip, performance, etc,
- Run of Show: start with 2023 poet laureate recitation; end with youth poet laureate recitation

Brian:

- please share with him for feedback
- Are we inviting EZ grants or only LCC grants?

Anna: this is to honor fall 2022; not EZ; wants to keep it contained

Brian: why not?

Anna: doesn't the arts council want to honor this batch?

Brian: the invite is to ask all 35 attendees to show their work during this time; aren't there production constraints?

Anna: We'll see who we get and then decide how to include everyone

Danielle: word of caution; see what the needs are before committing to showcasing everyone's work

Garrett: intention behind invitation is to gauge interest and not commit; feel like it's too hard to navigate the warnings & need to not curate; just invite everyone who won the grants & curation is based on the response

Brian: in my experience, if you invite the artists to show their work, they're going to say yes. Make sure you have the time, production, process & venue to accommodate this - to me this invites chaos. The wording needs to be very specific and very clear; the way the letter is worded right now, it leaves a lot to be interpreted. Make sure you're setting clear expectations. Also, there's a hook because we gave them money and they might feel like they're on the hook AND we're not paying them to perform - so we need to keep this all in mind.

Garrett: is this premise of grant recipients sharing their art with other grant recipients possible?

Brian: yes, but this is a communication problem. Is it a party? Is it a salon? It seems like you're creating a showcase and it's not clear what's actually happening.

Garrett: this level of scrutiny makes it hard to make decisions; invite people; keep it loose; let artists help decide what it is. We don't want to force it, we want to figure it out as we go. We want to work off the responses we get.

Brian: invite every artist; you get 3 min and bring a slide; tell people about your work; this process makes sense

Danielle: art show & tell

Garrett: that doesn't sound fun

Brian: well it's not clear what you're doing; need to review the letter

Danielle: we're not saying everyone needs to participate; but if you set the expectation that everyone can and will perform, you're setting up misaligned expectations that we can't deliver on.

Anna: wants each artist to come up with an idea that's 4 min long; visual artists put art on the wall; there are many ways of managing this, we can do it with a large space where lots can be going on

Brian: there won't be new poet laureates by then

Jada: Quaverly Rothenberg has agreed to play her cello without pay

Garrett: we want to put limitations on it based on whatever the feedback is; we're not totally blind when it comes to participating events; we want the artists to help shape the form of the program and the limits; it's still amorphous because we need to figure out who's coming first

Anna: we need to generate a lot of attendance by having a lot of people showing their work

Danielle: i am hearing two different sets of ideas; Anna is saying have 35 people each have 4 min to present their talent (including hanging art which I caveat because venues may not even permit); Garrett is saying that the form of the program is flexible based on the artists response. Which one is it ?

Brian: Brian needs to review before anything goes out

Jada: everyone reviewed it, but it's confusing & unclear right now.

Alyona: What i'm hearing is that arts council needs more programming?

Brian: this is how i understand it; we're reading out to LCC grant recipients to gauge their interest and mine talent because you'd like to present their talent and make an interesting event. Brian has no issue with communicating this to artists, but had concern about how it's being communicated. Is this clear?

Subcommittee agrees; yes, Brian's understanding is correct.

Brian: Be aware and wary of quid pro quo - make sure you're mindful that we gave them a grant, we give money out and we don't want people to feel beholden to us. Brian will work with the subcommittee on this communication, as long as the council is ok with it. How are you lauding the grant recipients?

Anna: by giving them an opportunity to showcase their talent; we should have a master/mistress of ceremonies to administer the program with times on it

Brian: How do you as an artist want to be lauded by the city?

Anna: We are following MCC's request to honor them

Danielle: This is our program, we have the power to define scope & impact. We're under no obligation to MCC.

Jada: Let's just let the artists shape it and get everyone together.

Brian: Let's be open to constructive feedback; we know you want to create a dynamic artist reception but we also need to pay attention to process. Brian is an events/process-minded person and the sub-committee needs to make this process clear.

Anna moves for the subcommittee to proceed with plans for art cabaret with editing & support from Brian; subcommittee may proceed as they see fit and present a plan to the council at our next tuesday meeting and will communicate with grant recipients on NAC behalf.

Jada seconds.

Yay: Alyona, Garrett, Jada, Anna, Kaye, Ron, Mi, Eamonn

Motion passes.

Danielle: Process question; will this come back to council?

Brian: yes, it will come back next meeting.

Upcoming Events: Summer Concert Series, Masonic Street Live, Bands on Brewster, Salsa in the Park, Performance 33

- brian is sending links
- <https://www.northamptonartscouncil.org/2023/05/bands-on-brewster-2023-schedule.html>
- <https://www.northamptonartscouncil.org/2023/05/bands-on-brewster-2023-schedule.html>
- <https://www.northamptonartscouncil.org/2023/05/bands-on-brewster-2023-schedule.html>
- Performance 33 - need performers who make original music but also make covers; choosing bands now; so send your recommendations to Brian; send brian input and feedback

New Business

- Mi: share public event; Sharon's community mural is up and there will be a celebration next week from today from 4:30-5:30pm
- Ron: lots of questions; wants to talk to Brian about possible collaborations
 - this saturday, Ron is soloist at mount holyoke ampitheater
 - FREE concert
 - <https://www.artshubwma.org/event/pioneer-valley-community-band-festival>

Jada: move to close meeting

Mi: Seconds

Yay: everyone

Minutes were taken by [Danielle Amodeo](#)