

## SOMERS CULTURAL COMMISSION Minutes for Monday April 9, 2018 Regular Meeting

Chairperson Ann Levesque called the meeting to order at 7:02 p.m.

Members in Attendance: Pat Bachetti, Dot Cutter, Dan Fraro, Sandra Grabierz, Bob Hall, Ann Levesque, Dawn Whalen, Kathy Worcester Guest: Ann Murphy

### SECRETARY'S REPORT:

Chairperson Ann Levesque presented the corrected minutes for the March 12, 2018 meeting. Minutes were amended after discussion. Member Dan Fraro made a motion to approve the amended minutes for March 12, 2018 and the motion was seconded by Bob Hall. Minutes were unanimously approved as amended.

### TREASURER'S REPORT:

A Profit and Loss Statement was presented by Treasurer Sandra Grabierz. Updated information was provided for the revenue and expenses through the end of March 2018. Bob Hall made a motion to accept the financial report as presented and the motion was seconded by Pat Bachetti. Members unanimously approved the financial report as presented.

A bill was presented for payment for \$70.34 for photography and art show supplies purchased by Sandra Grabierz at Staples. Dan Fraro made a motion to approve the bill payment which was seconded by Kathy Worcester. The bill payment was approved unanimously by the members.

### OLD BUSINESS:

#### PUBLICITY:

Publicity for various events was reviewed and discussed. Publicity coordinator Ginny Lockwood was commended for her efforts in obtaining excellent coverage for the Piedmont Hall concerts which resulted in record attendance at each show. The Somers Cultural Commission Facebook page is updated regularly with upcoming events and announcements.

#### PHOTOGRAPHY SHOW:

Sandra Grabierz reported on the Photography Show. Sub Committee members put together 167 Flyers which were mailed out to potential exhibitors. Utilizing the Town Hall mailing system, we are able to get a \$0.47 rate for first class mail which saves \$0.03 per item. A sitter schedule for the Photography Show dates was circulated and members signed up to cover available slots. Photos will be accepted on April 20th and 21st at Piedmont Hall. The schedule for the Photography Show was reviewed.

#### SUMMER CONCERTS:

Ann Levesque reported that all but two contracts for the summer concert series have been returned by the performers. She is still waiting for contracts from Blue Skies Band and the Patsy Cline Tribute Artist. She will follow up with them next week. The schedule for the Summer Concert Series for 2018 and the Piedmont Hall Concerts for 2018 - 2019 was distributed to members.

#### PIEDMONT CONCERTS:

Contracts from two Piedmont Hall artists FOR 2018 – 2019 have already been received.

Ann Levesque reported that the Piedmont Concert on April 8th featuring Center Stage with Irving Lewis and Laura Pixley had an outstanding attendance. Audience members were very generous and this concert had the largest Piedmont donation ever collected which totaled \$260.43.

Dan Fraro commended Ann Levesque for spreading the word about the concerts and being very proactive about letting the community know when events were taking place.

Ann Levesque will contact the Fire Marshall to review the building limit number and request a building capacity sign from the Fire Department. Dawn Whelan volunteered to contact an individual at the Fire Department to start this process.

Ten audience survey questionnaires were returned from audience members at the last Piedmont Hall concert. Ann Levesque anticipates that additional questionnaires will be returned in the coming weeks.

#### SOMERS CULTURAL COMMISSION SCHOLARSHIP:

Bob Hall reported that two applicants were qualified for the scholarship. We received one application for the \$1,000 scholarship presented annually by the Somers cultural Commission. The essay written by Brady Lee Rivard was reviewed by members and Bob Hall presented samples of her artwork. Bob commented that Brady has a reputation as a very talented artist as well as singer and makeup artist who will be attending the Maine College of Art in Portland this Fall. Sandra Grabierz made a motion to award the scholarship to Brady Lee Rivard and the motion was seconded by Dawn Whalen. Members unanimously approved the scholarship award which will be presented in June at the Somers High School Awards Assembly.

Bob Hall noted that on May 23<sup>rd</sup>, Somers High School will sponsor a Concert of the Arts which features displays of student art work as well as musicians performing. He invited members to attend and see the talented students in the Somers community.

Bob noted that he will be in Maine from mid-May through November 1<sup>st</sup>. He will work with students in the audiovisual program at the high school to have a student member present at each of the summer concerts if the concert needs to be moved indoors to the high school auditorium. These students have an excellent knowledge of the light and sound system in the high school auditorium.

He also stated that the stage sections in Piedmont Hall will be moved in the next week in order to get ready for the Photography Show.

#### FOOD TRUCK AT SUMMER CONCERT SERIES:

Ann Levesque reported that Melinda Burnham of the Jazz Dogs Food Truck is excited to be part of the Summer Concert Series this year. She has received her permits and plans to set up her food truck at each of the outdoor summer concerts beginning June 28<sup>th</sup>. A suggestion was made to have the menu for the food truck posted on Facebook and to include a listing on the program indicating that a food truck will be available at each concert. Anyone who is interested in checking out the food truck presentation, it was noted that Jazz Dogs will have a presence in Stafford beginning this month. Ann will provide details about location and times.

#### SPONSORSHIP DRIVE:

Dan Fraro reported that 49 letters were mailed out to last year's sponsors requesting that they renew or increase their donations. Ann Levesque reported that 10 letters have been returned so far which is a 20% return, an excellent beginning to the Sponsorship Drive. Ann also reported that several sponsors had increased their donation from the previous years which is outstanding. Members were asked to take copies of the sponsorship request forms and letters and contact local businesses and community members to secure sponsorship donations for 2018.

#### NEW IDEAS:

New ideas presented at the March meeting were reviewed. The possibility of having pizza at Piedmont Hall concerts was discussed. Members concluded that there was limited table space available and that our function was not to provide dinner but to provide music with snacks and coffee. Several audience members in the past had requested healthy snack options and fruit was available at the April Piedmont Hall concert which was well-received.

Giveaways at the Piedmont Hall Concerts were discussed. At the April concert, a local hairdresser gave away two free haircuts which was very nice for audience members. Commission members did have some reservations about having giveaways at the concert as how would you decide who could present items each month. The discussion will be continued at the May meeting.

A discussion was held about M Framing, one of the Cultural Commission Sponsors, having a display at a Piedmont Hall concert. Again, space was a concern.

#### SPONSOR SIGNS:

Sponsor signs were discussed. Commission members agreed that it would be a wonderful idea to recognize our sponsor donors by providing them with a sign to display in their businesses. Commission members concluded that the sponsorship sign should be an 8.5" x 11" format with the year included on the sign. A separate sign will be provided for each level of sponsorship. Ann Levesque will work with DG Graphics to design these signs.

#### SUB-COMMITTEE FINANCIAL REPORTS:

Treasurer Sandy Grabierz is working with sub committees to help prepare budgets for each of the major events sponsored by the Cultural Commission.

#### NEW BUSINESS:

##### FACEBOOK AND WEBSITE:

Ginny Lockwood has been updating and revamping the Somers Cultural Commission Facebook page which is a very effective method for contacting potential audience members.

The current Cultural Commission website is not user-friendly and is not able to be updated by our members. Members expressed a desire to contact Kim at Town Hall and investigate designing a separate Somers Cultural Commission website which could be easily updated by a member of the commission.

##### SUB COMMITTEE BUDGETS:

Subcommittee budgets will be reviewed at the May meeting.

##### MEMBERSHIP LIST:

Ann Levesque will be updating the membership list for the Somers Cultural Commission and including volunteers who regularly participate on the list. Members felt that this was an excellent idea.

##### FUNDRAISING CONCERT:

Ann Levesque proposed looking into a separate fundraising show featuring Franco Corso, a very talented Italian tenor who has an excellent following in the Connecticut Valley region. Ann invited members to hear him perform when he appears on Sunday, April 29th at Figaro's Restaurant in Enfield. She feels that he would be an excellent draw for a benefit concert to raise funds for Cultural Commission programs. Members discussed the logistics of presenting a separate concert. More discussion will be held at the May meeting.

The next meeting is scheduled for Monday, May 14th at 7 p.m. at Piedmont Hall.

Bob Hall made a motion to adjourn which was seconded by Dot Cutter. The meeting was adjourned at 8:26 p.m.

Respectfully submitted,

Ann M. Murphy, Secretary *Pro Tem*

*NOTE: Minutes are not official until approved at a subsequent meeting.*