

SOMERS CULTURAL COMMISSION MEETING MINUTES
October 12, 2020 via Zoom

PRESENT: MEMBERS Chair Ann Levesque, Pat Bachetti, Dan Fraro, Beverly Guimond, Gail Tishler
STUDENT LIAISON Giovanna Gioscia VOLUNTEER Ann Murphy GUEST Lynne Goss
ABSENT: MEMBER Cindy Rusinowski

The Somers Cultural Commission meeting for Monday October 12, 2020 was called to order at 7:00 p.m. by Chairperson Ann Levesque.

MEETING MINUTES The minutes for the September 14, 2020 meeting were presented. Beverly Guimond made a motion to approve the minutes which was seconded by Pat Bachetti and approved unanimously by the members. There was no correspondence.

TREASURER'S REPORT The September 30, 2020 Treasurer's Report was presented by Ann Levesque. Ann noted that the Profit and Loss statement reflects a deposit of \$2,500.00 which is the contribution from the Town of Somers to the Cultural Commission. Beverly Guimond made a motion to approve the Treasurer's Report which was seconded by Gail Tishler and approved unanimously by the members.

Ann Levesque presented a bill for \$19.08 for spray paint she purchased to mark the concert field for social distancing. Pat Bachetti made a motion to approve the bill which was seconded by Bev Guimond and approved unanimously by the members.

UNFINISHED BUSINESS

COMMISSION MEMBERS A secretary, treasurer, and publicity coordinator are needed for the Commission. Recent member resignations have caused these vacancies. Pat Bachetti volunteered to be the Secretary for the Commission. Ann Murphy will provide a template for the minutes to help Pat. Ann Levesque noted that the Commission is looking for new members and she has been reaching out to the community at the concerts and throughout town. A potential new member Lynne Goss joined the meeting this evening. Ann Levesque asked Commission members to speak to friends and neighbors to try to secure new members for the Commission.

FALL CONCERT SERIES Ann Levesque reported that the Fall Concert Series was a great success averaging 160 audience members at each event of the six concert series. The weather was phenomenal and the audience was extremely appreciative of the opportunity to listen to live music outdoors in a beautiful setting. In addition, audience members were extremely respectful of the Covid-19 regulations including social distancing and mask wearing. Donations from audience members at each of the Fall concerts averaged over \$320 per event. Donations covered over half the cost of the entertainers' salaries.

Ann Levesque shared the comments which were collected at the concert by Commission members Bev, Pat, and Gail. She noted that the audience truly appreciated the great variety of music. Recommendations included bringing back the Big Deal Band and the Boogie Boys as well as adding country music and a sing-along type event. Acoustic Rick was recommended by a Commission member. Other comments included loving the dancing on the black top and that the concerts were a "blessing." One individual noted that the facilities were the "cleanest porta potties ever seen." Many commented that the weather was just fantastic and they would like concerts to go past Columbus Day Weekend next year. Several individuals noted that they like to have the food trucks come back which the commission will explore if the pandemic situation resolves and are able to include that option. One special addition was community member Lee Pinney who distributed free pumpkins, corn, and squash to concert goers at the last three concerts – audience members were intrigued by his goats! All respondents said they were looking forward to the outdoor concerts next year.

Commission members commended Ann Levesque for her hard work and great attention to detail which made the Concert Series such a resounding success.

SOMERS CONCERT SERIES FACEBOOK PAGE Ann Murphy presented a report on the Facebook livestream of the concert series which allowed viewers to watch the complete concert series from their homes. Two videographers did an excellent job capturing each concert. Sarah Uyar filmed the seven Summer Concerts and Michelle Pellissier filmed the six Fall Concerts. Both young ladies were extremely conscientious, reliable, and professional. All concert videos may be viewed on the **Somers Concert Series** Facebook Page under the Video tab.

The **Somers Concert Series** Facebook Page gained 370 followers and 190 Page Likes in 16 weeks after its creation in June of 2020. Between October 5th and October 10th, the concert series posts reached 2,963 people.

According to statistics compiled by Facebook, the individual Fall Concert posts reached a large number of potential viewers. The September 5th post reached 3,000+ people, the September 12th posts reached 5,500+ people, the September 19th posts reached 3,900+ people, the September 25th posts reached 4,000+ people, the October 3rd posts reached 2,800+ people, and the October 10th posts reached 1,700+ people. Overall, the Summer and Fall Concert Events reached 8,400+ people and 250 people responded directly to the event posts indicating attendance or interest.

SOMERS CONNECTION MAGAZINE At the direction of Commission members, Ann Levesque will provide the Somers Connections Magazine with information on the success of the Summer and Fall concert series and wish community members a good holiday season.

NEW BUSINESS

2020 SCARECROW CONTEST The 2020 Scarecrow Festival will be held on October 24, 2020 from 10:00 a.m. to 4:00 p.m. at Pleasant View Farm. A town wide committee headed by Joe Lipton, Kara Wolters, and others is putting together an event at Pleasant View with a variety of activities including the Scarecrow Contest, a kids' costume contest, food trucks, a band, and other activities to engage community members. Gail Tishler and Pat Bachetti and the committee enjoyed organizing the very successful first scarecrow contest run by the Cultural Commission last year. Community members were very complimentary about all aspects of the 2019 event. Cultural Commission members wish the community organizers great luck in presenting the 2020 event.

2021 CULTURAL COMMISSION EVENTS Event planning for 2021 activities for the Cultural Commission has begun. Plans are to move forward with the May Photography Show and then begin the scheduling for the Summer and Fall concerts. Ann Levesque is looking for a chairperson to head up the Photography Show. Pat Bachetti noted that Ginny Lockwood would be willing to come back on board as an Honorary Member and work with Commission members on the Photography Show which she has guided for the past several years. Neil Connell is looking forward to Chairing the Art Show in the Fall. All 2021 events will be subject to CDC guidelines and Covid-19 Town regulations at the time.

NEXT MEETING The next meeting of the Somers Cultural Commission will be held Monday, November 9, 2020 via Zoom. Ann Murphy noted that individuals can join the meeting from any phone to listen and participate as well as join from a computer or smartphone.

Beverly Guimond made a motion to adjourn the meeting at 7:50 p.m. which was seconded by Gail Tishler and approved unanimously by the membership.

Respectfully submitted,
Ann Murphy, Secretary *Pro Tem*