

SOMERS CULTURAL COMMISSION MEETING MINUTES

February 8, 2021 VIA ZOOM

PRESENT: Chair Ann Levesque, Pat Bachetti, Dan Fraro, Giovanna Gioscia, Lynn Goss, Bev Guimond Gracie Herrity, Dave Marti, Ann Murphy, Gail Tishler.

ABSENT: Member Bob Hall, Cindy Rusinowski.

CALL TO ORDER: The Somers Cultural Commission meeting was called to order at 7:03 by Chair Ann Levesque. Ann welcomed and introduced pending student liaison Gracie Herrity.

MEETING MINUTES: The minutes of the January 11 meeting were presented. Two corrections noted: the date January 12 to January 11, also the date of the summer concerts changed from through August, to the first Thursday, the 5th of August which will conclude the summer concerts. Corrections noted and Bev Guimond motioned to accept as corrected and Gail Tishler seconded. Approved unanimously, There was no correspondence at this time.

TREASURER'S REPORT: Brian Wissinger, Asst. Finance Dir. has returned part time from a medical leave and is catching up since his absence. He will have an updated financial report for our March meeting. There were no bills for approval.

OLD BUSINESS: There is still a need for the office of treasurer and publicity coordinator. Ann Murphy presented her findings on the summer movie nights. She spoke with Joe Deedy, a selectman from Southwick where they had success with this project. There is a \$600 liability coverage. They allowed 125 cars with a donation of \$20(accepted whatever people donated however). They had 5 movie nights in 2020 of which "Grease" was the most popular. Suggested the location be on a hill or incline for viewing. (Screen is 18' tall). Also have to be sure the landowner accepts risk of event. Itemized costs: Movie screen-\$4,000(20'x40'), projector \$10,000, transmitter \$500, select movies \$10/\$20, rights for films \$500. Also need for large group of volunteers/security. Mr. Deedy is entertaining going on the road with this to towns at a fee of \$2000-\$2500 a night. We would still have to buy the movie and rights. Commission felt an overwhelming project and high costs at this time.

Ann thanked Dave Marti for the heads-up for deadline for the Somers Connects article.

Commission viewed the entertainer lists for all three seasons of concerts. The summer concerts will run 6-8 p.m. A new time change. Dave will check with Tammy Bourdeau of the East Longmeadow rotary to see if they are doing concerts this year. The final entertainer for the fall concert will be Rick Sylvester of "Acoustic Rick" the surprise guest. Dave Marti suggested maybe ice cream novelties offered for the spring/summer concerts and perhaps the Somers Rotary Club would get involved with this as a fundraiser. Still checking on food trucks. Suggested leaving food trucks off program for now. He will reach out to Kara Wolters regarding this. Ann will begin sending out contracts soon. Entertainers state they are excited to be involved in the concerts and looking forward to the seasons of music. Suggestion for publicity from Giovanna to contact North Central News Gary Carra. Must be in by early March. Also suggestion to contact Kim LaFleur at town hall for journalists.

Ann Murphy spoke of sponsorship campaign. Use the initial list. She will add that concerts are outdoors and also streamed for the community. Also the sponsorship is tax deductible and there are 5 levels of donating. She will check the list of businesses for current ones. The deadline will be March

26 to send to the town hall. Commission members will work to gather new donors with emails and addresses.

NEXT MEETING: The next Cultural Commission meeting will be March 8. Dave Marti motioned to adjourn the meeting at 7:52 and Bev Guimond seconded. Members approved unanimously.

Respectfully submitted

Pat Bachetti, secretary

NOTE: MINUTES ARE NOT OFFICIAL UNTIL APPROVED AT A SUBSEQUENT MEETING.