

# NASHUA ARTS COMMISSION

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DRAFT

## MINUTES OF A MEETING OF THE NASHUA ARTS COMMISSION

July 10, 2018

City Hall Room Auditorium

**Members in attendance:** Alison Bankowski, Mitzi Barrett, Judy Carlson, John Egan, Paul LaFlamme, Tina Cassidy, Michael Joseph

**Absent:** Tracy Hatch, Marc Thayer, Rachel Rendina, Lindsay Rinaldi

**Also present:** Amy DeRoche NAC Admin, Cecilia Ulibarri

Called to order: 8:02 am

1. Minutes: Motion was made by John and seconded by Judy to approve the June minutes. Motion approved unanimously.

2. Marketing: Judy emailed the marketing and PAC report. See attached.

3. Old Business: Amy brought the new NAC table cloth for the commission members to see.

\*Motion to adjourn made by Michael and seconded by John. Motion passed unanimously.

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## NASHUA ARTS COMMISSION

### JULY 2018

### MARKETING AND WORKSHOP REPORT, PAC UPDATE

#### WORKSHOP COMMITTEE

- 28 PEOPLE ATTENDED COLLABORATIVE MARKETING WORKSHOP
- INPUT FOR 2018-19 CALENDAR WILL BE FINISHED THIS MONTH
- ATTENDEES EXPRESSED HIGH INTEREST IN THE NEW ONLINE CALENDAR (DEMOED BY PAUL SHEA), THE WORK IN PROGRESS ON THE "EXPERIENCE NASHUA ARTS" WEB SITE, AND THE AMERICANS FOR THE ARTS STUDY

#### MARKETING COMMITTEE

- RACHEL RENDINA VOLUNTEERED FOR COMMITTEE
- CONVERSION OF LOGOS COMPLETED
- TABLECLOTH ORDER AND DELIVERED

- BROCHURE WORK TO FOLLOW WHEN NEW “EXPERIENCE NASHUA” WEBSITE IS COMPLETE
- FACEBOOK UPDATE
  - DORMANT UNTIL ADMIN SUPPORT IS RESOLVED
- TO WORK ON HOW TO ADD A RESOURCES PAGE/WHATEVER TO ARTS COMMISSION’S WEB PAGE
- MEETING TO BE SCHEDULED FOR NEXT MONTH

#### **UPDATE ON ARTS MARKETING STEERING COMMITTEE**

- CITY ARTS NASHUA PAID \$800, GAD \$400 FOR NEW ONLINE CALENDAR, TWO YEAR SUBSCRIPTION
- GAD INTERNS PROVIDING SUPPORT TO ARTS ORGANIZATIONS
- OVERALL SITE DESIGN APPROVED, WORKING ON OBTAINING CONTENT INFO FROM ARTS ORGANIZATIONS. GAD PROVIDING SUPPORT.
- CONTRACT SIGNED WITH AMERICANS FOR THE ARTS FOR ECONOMIC IMPACT STUDY; INTRO PACKAGE ARRIVED THIS WEEKEND
- ARTS COMMISSION PAID \$1200 TOWARD AMERICANS FOR THE ARTS ECONOMIC IMPACT STUDY; CITY ARTS PAID \$1,000, SYMPHONY NH \$500, GAD \$500, ACTORSINGERS \$250, PROVIDING MORE THAN MATCHING FUNDS FOR THE \$2500 NH CHARITABLE FOUNDATION GRANT. SPARTANS REQUESTING \$500 SUPPORT; MEETING WITH DOWNTOWN IMPROVEMENT COMMITTEE THIS WEEK, REQUESTED SUPPORT FROM CHAMBER OF COMMERCE, WILL CONTINUE CONTACTING ARTS ORGANIZATIONS
- ONCE CURRENTLY COMMITTED CHECKS ARRIVE WILL PAY FIRST BILL WITH AMERICANS FOR THE ARTS; FINAL BILL NOT DUE UNTIL PROJECT COMPLETED

#### **PERFORMING ARTS CENTER STEERING COMMITTEE UPDATE – JULY 2018**

- Since the last report the Steering Committee met on June 12 and agreed on the directions outlined in the Performing Arts Center feasibility study and the recommendations by Duncan Webb.
- The committee also discussed flexible seating and looking into the costs for the various types; establishing a 501c3 to run the center and hiring a third party vendor to manage bookings.
- Programming was discussed with music, theater and special events, with an approximate ratios of 50/40/10 which may be adjusted based on research at the visits to other performing arts centers.
- The committee will invite Peter Lally of Spectacle Management to the next meeting and will work on a design RFQ.
- Between June 14 and the end of the month members of the committee visited the Loeb Drama Center at the American Repertory Theater in Cambridge, Arts in the Armory in Summerville, 3S Space in Portsmouth, the Flying Monkey Theater in Plymouth, and the Barbara Lee Family Foundation Theater at the Institute of Contemporary Art in Boston. All managers of the facilities provided abundant insights to the members that attended.
- A vision and mission statement were developed and sent to the committee for comment.
- The fundraising subcommittee working with the consultant finalized the list of prospects for interviews, mailed out contact letters, and developed and produced a brochure with the case for support.

Submitted by Judith Carlson