

Nashua Arts Commission

Call to Order: 8:05AM

Roll Call of Members:

Present: Allison Bankowski, Judy Carlson, Tina Cassidy, Sara Ceaser, John Egan, Tracy Hall, Paul Laflamme, Jennifer Annand, Lindsay Rinaldi, Marc Thayer

Not Present: Rachel Rendina

Guests: Paul Shea, Great American Downtown or GAD

Approval of Minutes:

No changes/adjustments

Motion to Approve: Tracy Hall

Motion 2: John Egan

Vote: Passes

Communications

Summary: none

Report of the Chairman and Committees

Grant Committees (Judy Carlson)

Summary: Met online and discussed edits via email

Handed out workshop report with edits

Application will go on website

Judy will send out notifications to all non-profits

Judy will send her notes to Amy

Amy compares paper application to online and makes any necessary changes to make the two match

Motion to Approve: Tracy Hall

Motion 2: Paul Laflamme

Vote: Passes

Action Item: Grant Committee will elect a chair

Report on Collaborative Arts Marketing Steering Committee Activities

Americans for the Arts Study Status (Judy Carlson)

Summary: Recommend one more member from the Arts Commission

Finally finished

Called the "Nashua Region Off-Cycle Study"

City Arts Nashua is the fiscal agent

Results in approximately six weeks

Steering Committee to meet in November

Participation was excellent

Experience Nashua Website (Paul Shea, Great American Downtown)

Summary: Funded by City Arts Nashua, Kathleen Palmer did much of the work
Website wants to direct people who are not as familiar to Nashua and also residents
Website has several URL's, intention for the site to be masked, a microsite
Website budget was \$850 funded by Arts Commission and GAD
Features events and can manually select events to highlight
Bottom has segways to calendar, parking, hotels, etc.
All is mobile responsive on smartphones or tablet
Navigation on top and bottom
Has Theatre, Music, Public art pages with Gallery listings and maps
There are two calendars, the general one and the GAD calendar that can be accessed by groups
Groups are encouraged to provide own information for the calendars

Old Business

Review of Approved Budget for FY19/20 (Lindsay Rinaldi)

Summary:
\$40,000 Total Allocated from City
Broken into:
\$35,000 Grant Awards
\$1,000 Discretionary
\$1,000 Workshops
\$2,000 Marketing
\$1,000 Special Projects

Public Comment

Summary: None

New Business

Distrx App, Public Art/Historical Nashua Walking Tours (Jennifer Annand and Paul Shea, GAD)

Summary: App for finding points of interest in a community
Uses Bluetooth, phone recognizes point of interest
App was rolled out in 2016
300-500 downloads of app, was \$10/month to participate but company updated the model so
it's now free
One and a half hour experience for all ability levels
Features five sites from International Sculpture Symposium, others from up and down Main
Street, three narrated sites
Spanish version is included in the project
They are halfway in funding, want two levels for app so that there can be a second level
for advanced abilities

Future Plans-Additional Volunteer from Commission (Judy Carlson)

Summary: Someone from Commission to be on Marketing Steering Committee
Sara Ceaser volunteered

Adjourn: 9:20AM

Motion: John Egan

Motion 2: Paul Laflamme

Vote: Passes

Minutes recorded by: Tina Cassidy

NASHUA **ARTS** COMMISSION

Marketing Workgroup Report October 2019

Arts Marketing Steering Committee

Judith Carlson, Nashua Arts Commission

Lisa Bissonnette, City Arts Nashua

Paul Shea, Great American Downtown

Marketing Director, Symphony NH

Mary Ann Millizi-Golja, Chair, PEDC-BOA

Open



Nashua Region Off-Cycle Study

34 Nonprofits – 23 in

Nashua, 11 in Region

28 Participated, 6 Did Not

27 Organization Survey

12 Audience Survey – All in
Nashua

11 Completed Both

821 Audience Intercepts

7 Participated in Funding

w/Arts Commission,

Downtown Improvement,

Grant from NH

Charitable Foundation

City Arts Nashua Fiscal

Agent

Results in Approximately

Six to Eight Weeks

Steering Committee to

Meet in November –

Publicity Plan



Website and Arts Calendar

Goal: establish Nashua as a destination for the arts, to give viewers an

overview of all that is available here, with the end goal of increasing audiences

Hosted by Great American Downtown website

Created by Cleverlight Media and Kath Palmer

Funded by City Arts Nashua, Nashua Arts Commission, GAD

Steering Committee to Meet in November – Publicity Plan

ExperienceNashuaArts.org or .com

Grants Workgroup Report

Recommendations for Grants Application:

On page 6, #5 bold the word “measurable”

On page 8, Under the header “For those organizations using a fiscal agent” the second line should read “Print name of Authorized Representative of Fiscal Agent” replacing the president verbiage. The next two lines should be moved up under the signatures of the organization’s president.

On page 2, add: A copy of your organization’s profit and loss statement for the last completed fiscal year (not the IRS990 or Balance Sheet)

Amy compares “paper” application to online and makes any necessary changes to make the two match