

NASHUA ARTS COMMISSION

DRAFT

MINUTES OF A MEETING OF THE
NASHUA ARTS COMMISSION
October 9, 2018
City Hall Room Auditorium

Members in attendance: Tracy Hall, Judy Carlson, John Egan, Paul LaFlamme, Rachel Rendina, Lindsay Rinaldi, Mitzi Barrett

Absent: Alison Bankowski, Tina Cassidy, Marc Thayer

Also present: Amy DeRoche NAC Admin, Cecilia Ulibarri

Called to order: 8:06 am

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

2. Financial Report: Amy reposted there has been no change since the last meeting. Tracy distributed a draft budget for the commission to review. (see attached)

*Motion was made by John and seconded by Mitzi to approve the budget.

Judy reported that the marketing budget has not been finalized but the proposed amounts should be fine.

*Motion was made by Lindsay and seconded by Paul to amend the marketing budget from \$1800 to \$1600. With those changes the budget is approved.

3. Old Business: Calendar Support. John would like the NAC to pay to advertise the arts events that are happening. Tracy asked where the funds would come from and who would maintain the calendar. Judy said that she already sends the calendar to the Telegraph and the Hippo and they enter events into the Encore. The GAD calendar is almost complete. Tracy doesn't feel it is right taking money from grants for paid advertising. Tracy has asked for a marketing inventory of what is being done. The NAC made a general consensus that paid advertising – exclusive of boosting posts on FaceBook – is not something in the purview of the commission.

The question was raised by Tracy is the NAC should be seeking out Arts events for the calendar or if they should be submitted by the organizations. Judy reported that they events for the season are submitted to us and the majority of them are collected at the workshop. Lindsay would like the NAC to have a comprehensive database of the Arts organizations and to have an annual reminder sent to them requesting that they submit the events they want posted on the calendar. Judy has the list that is almost complete. Lindsay recommends that that event info is collected at the workshop in June, supplemental information is received by July 1st and the calendar is published by September 1st. Judy would like the NAC admin to maintain the calendar and update it with new entries as they come in. Judy also wants the admin to maintain the facebook page.

4. Marketing: Judy went over her requests for admin support for the calendar and facebook under old business.

5. PAC Update: The design committee rescheduled their meeting to Monday 10/15. The Fundraising Committee had a conference call and a capital campaign committee is being formed. They are actively soliciting funds. The Operations committee hasn't met.

6. Old Business Continued: Grant Application. The working group met and reviewed the application and evaluation criteria and discussed the need for outside judges. They need to schedule another meeting to finalize the application changes. Amy will send Tracy the application in a Word doc. Lindsay would like the grant form updated.

Asana – Lindsay has updated Asana with all the marketing committee's tasks. She needs to edit the grant timeline. The tasks need to be reviewed and approved by Tim Cummings.

7. New Business: Grant Deadline – The application will be approved at the 11/13 meeting. It will go live on 11/14-15. The grant workshop will be held on 12/10 and the submission deadline will be on 12/28. A head's up email will be sent to potential grantees and the grant review meeting will be on 2/12 with a snow date of 2/19

Motion to adjourn was made by Paul and seconded by Lindsay. Motion approved unanimously at 9:15am

Nashua Arts Commission
2018-2019 Budget (Proposed)

Budget Area	2018-2019 Proposed
Community Grants (Annual grant process)	\$37,000.00
Community Grants (discretionary)	\$1,000.00
Capacity Building / Community Education / Marketing Workshop Budget (4 at \$100 each)	\$2,000.00
Marketing Budget (\$1,800)	1,800
Total	\$40,000.00