

## ENFIELD CULTURE & ARTS COMMISSION

Regular Meeting – Tuesday, June 7, 2022

Via Zoom 6:30 pm

### Present

Emily McIntosh, Damon Patnoe, Donna Hamre, Joshua Hamre, Emily Clifford, Steph MacGillivray, Steve Bielenda, John Santanella, Lori Unghire, Renee Poreda

Prior minutes approved

### Chairperson's Remarks

Elizabeth's Poet Laureate post will be extended to January 2023. She has accepted that extension. All of the books for her Family Day book giveaway has been handed out at the various organized events that she has done this year. She may put in another mini grant for further distribution of books.

### Treasurer's Report

Our current balance is approximately \$12,446.

### Staff Liaison Remarks

Not present

### Old Business:

Our next event will be July 23<sup>rd</sup>, Movies in the Park. We have received approval to use the field at the Fermi Annex field. We will show The Sandlot from the Criterion movie company. Additional audio-visual equipment will be ordered and we are pending evaluation of our electricity needs. Emily M. spoke to Mary Keller regarding the warming center offering a concession tent as a fundraising opportunity during our event. Emily M. will meet with Jennefer next week to review the marketing campaign for this event.

It was proposed to vote on \$60/month to boost our Facebook posts. The previous posts that have been boosted has increased views 360% and reached 800 people for each post that had been boosted. We would like to continue this marketing strategy. Stephanie and Damon both agreed with the strategy. We can use the same strategy to boost other events offered by the town to boost other commissions. A motion was made by Chairperson \$60/month for a total of \$720/year. Marketing campaign for boosting Facebook posts received a unanimous vote.

Jennefer, Emily M. and Donna have access to the Facebook page to add posts and will continue to share events around Enfield that fall under ECAC's umbrella.

Ellen is wanting to rebrand and promote Enfield by increasing awareness of our commission. She is looking to create synergy between the commission and the Town of Enfield with upcoming projects including a concert series at the new Band Shell and a mural on a building in Thompsonville near the new train platform. There is a building owner that is willing to give up part of the building for the mural. Steve does not doubt that there are hurdles to the murals, other communities have done the murals. Emily would like to confirm the mural location through the town attorney. It is listed in our mini grant application that no capital improvements can be made to privately owned buildings. John suggested to go into Thompsonville and look for a building for a mural location. It was explained that prior to COVID the beautification committee was looking for a building for the mural, we can work together with that commission.

Steve spoke about the beautification committee and ECAC. The main goal was to bring people into Enfield to see our community not supporting other communities. The beautification committee would be able to get the town buildings for the mural. The bridge in Thompsonville was the target. John Santanella does ECAC want the sole committee for doing the murals. How to optimize and cut out redundancy. Emily C. all about having murals under the ECAC name. Damon agrees to cut out the middleman, murals or painting of public property coming through us. We can create brand by having ECAC logo on the bottom of each mural.

Steve said that Ellen mentioned the Band Shell in August at Higgins Park. There are lots of potential and exciting things happening, ECAC can be at the spearhead. ECAC does have a Farmers Market-list of performers that we had lined up to perform. We can use those resources to help fill the band shell.

Emily C., Emily M. and Jennefer will release the application for the photo contest working to get it put on the town website.

### New Business

Discussion regarding correspondence about the \$30,000 being returned to the general fund to be used for improvement around town that ECAC could put our name on. Steve stated that we need to brand Enfield. He will brainstorm with Ellen a lot of things are happening. KITE projects help promote events by other commissions. Train platform developers are looking at Enfield. ECAC Facebook page to promote all our events as well as things that are going on in Enfield that falls under history, culture arts events, food, farmers market. We can revitalize the Jack-o-lantern festival as well.

ECAC commission materials will be moved out of Emily and Damon's garage. They have been holding tents, chalk, platters and marketing materials since ECAC does not have a storage space. The 20 ft screen and PA system are stored at the library and the AV system is on order. By the end of July, the hope is that the Town has a permanent location to store ECAC items for easy access. It would be ECAC's preference to gain a space in a classroom at the Enfield Annex to allow us a space for storage as well as a meeting space. Future meeting dates can be shared to allow advance notice to when access would be needed.

It was proposed to allocate \$35 for the purchase of Costco tote bins for be stacked and labeled to store ECAC materials moving them out of the cardboard boxes they are currently stored in. The materials are currently taking up the space of 6 ft long by 24 inches deep, 6 ½ ft high space of storage in the garage. A vote was raised and the commission members voted unanimous for the \$35 purchase of totes.

In the past ECAC was told that we are not allowed to do any fundraising. The commission is looking for more information about what is allowed. Stephanie spoke about grant programs. The CT State Arts Programs offers support arts grant program. Arts and Culture can help overcome blight. A makerspace stands in 23 locations/29 towns throughout CT. Communities want spaces to make art with their kids. Makerspace is also job creators. John is very much in support of allowing ECAC to fundraise and support ourselves for future projects.

The Chairperson and Vice-Chairperson will talk to our town council about fundraising events to explain what we are doing. In the event that our fundraising efforts get entered into the general funds they will ask that those funds be returned to ECAC.

Changes to the Bylaws were discussed, changes are pending due to the need for Town Council approval. We will continue this discussion during our next meeting.

Open up the floor for voting positions: Treasurer, Secretary, Vice Chairperson, Chairperson.

Following nominations and voting:

Election results are:

Treasurer: Damon Patnoe

Secretary: Donna Hamre

Co-Vice-Chairpersons: Emily Clifford and Steph MacGillivray

Chairperson: Emily McIntosh

#### Miscellaneous:

Summer assignments for Commission members to fill the remaining board opening. Renee's application has been pending with the town.

In person meetings will be held in the future. We can speak with Jason about meeting at the Library in the Community Room. We will post on the Town website the meeting location. Zoom can be as a stand-by until the Zoom account expires.

Next Event: July 23, 2022 Movies in the Park at the Enfield Annex.

Next Meeting: Tuesday, September 13, 2022 at 6:30 via Zoom.

Meeting adjourned at 8:15 pm.

Respectfully submitted,

Donna Hamre, Secretary