

## ENFIELD CULTURE & ARTS COMMISSION

Special Meeting – Tuesday, August 16, 2022

Enfield Public Library, 2:00pm

### Present

Jason Neeley, Donna Hamre, Emily Clifford, Steph MacGillivray, Steve Bielenda, John Santanella, Lori Unghire, Ellen Zoppo

### Future Initiatives

The prior planned Photo Contest and Movies in the Park events have been put on hold during commission transition

Ellen Zoppo, Town Manager spoke about her high level of enthusiasm and the need for Enfield's branding. ECAC has had some successful online programming due to COVID but is in need of a strategic look ahead. Town commissions are accountable for tax dollars and can't hold money for more than 3 years. We spoke about synergy and energy with the commission members and the diversity in the Enfield Community that should be celebrated.

To rebrand the Enfield Culture and Arts commission we need to start from the basics. "Promote Culture and Art" is more of a mission than a goal. We need to incorporate SMART goals. Steph spoke about the difference between having a Town Administrator vs 501c3 status which would create a separate entity from the town. We need to put our name on other community events, do some press outreach and build a brand of this commission.

"Arts are not nice, they are necessary" we need focus and a strategic plan.

The Enfield Police Department recently held an Enfield Night Out event, that was an event that we could have promoted with paid ads on Facebook.

Lori spoke about Graffiti vs Murals. We need to look at things temporarily or longevity when planning. Longevity could be public art like many neighboring communities have. Statue ideas included a Powder Keg or an Eagle. This would encourage private partnerships. Temporary-the Movie in the park. We discussed that ECAC has purchased the equipment and explained the ideas to highlight the various parks throughout Enfield.

The bandshell can highlight a summer concert series featuring vendors, food trucks, children's art activities. Tickets could be free and ECAC can provide refreshments of popcorn, candies, water and soda as a fundraiser. We could get sponsorship from Lego, Empower, and Mass Mutual.

John spoke about helping us to brand the community, get a sense of focus and pick a few things we can execute well. He spoke about using Asnuntuck as a resource. He visited Asnuntuck

recently and me with the COO. They spoke about the Arts, Theater and music departments as well as the Radio Station. The school wants to make their mark in the community. The Arts Dept could hold a contest for the public art statue. We need to define what is part of Culture and Arts versus what is recreational. The Town Council has received applications for a few community members who are interested in joining the commission. We discussed meeting the prospective members before the council appoints them.

John spoke about ECAC using the Town Council liaisons to go to council to allow us to share information and respond with definition, proposals or presentations to share our ideas to allow our commission to become more effective.

We discussed partnership with the Historical Society to celebrate the history of the historic district through possibly a Holiday walk.

Steph shared information regarding Asnuntuck's Theater group: Valley Repertory Players who used to operate out of 100 High St and now work in partnership with Asnuntuck's theater program. Ticket sales support Asnuntuck's Scholarship Fund.

A suggestion was made for ECAC to partner with the Enfield 4th of July Committee to help sponsor the event and get our logo up.

We could go to the high school, scout groups and church groups for volunteers who are in need of community service hours.

We should strengthen the relationships with the Enfield Community Chorus and the Torchlight Parade. The Torchlight Parade is currently being run by Mary Keller in conjunction with the Fire Departments. Our partnership could allow Mary to step back and ECAC could help to organize the parade. In the past ECAC has made the introductions of the Mayor and supported the event with hot chocolate. In acknowledging Diversity, Equity and Inclusion, there is an opportunity to embrace other holiday celebrations through the Torchlight Parade event as well as the Library's Festival of Trees. We discussed the Ujima group as well as the Spanish, Jewish, and Korean cultures in Enfield. We could incorporate Three Kings Day into the celebration. There are a number of languages spoken in Enfield. We could create a banner of all of the holiday greetings in the other languages and have a presence in the parade. The Town Green could be organized to celebrate all of the winter holidays. A suggestion was to incorporate cultural foods by inviting the food trucks.

The transitioning commission needs to focus on identity, goals and welcoming new members. We will review applications, discuss time commitments, and talk about our new initiatives to ensure synergy within the commission. The next Town Council meeting will be held on Aug 29th. New members could be appointed at that meeting to allow us to meet our quorum and be able to conduct new business.

Steve discussed a deposit for the mural designs. Rise up is a community mural organization that is looking at the back wall of the Community Health Center as a mural location. ECAC can help to put together a presentation for the mural proposal for an upcoming town council meeting.

ECAC will participate in the KITE Family Day Sidewalk Chalk contest on Sept 18. Commission members will meet Jason at the Annex to pick up our tent/flag banners and inventory the chalk supply. Emily will speak with buildings and grounds to find out when we can gain access to our storage room. Stephanie will connect with the KITE organizers to discuss the DJ opportunity for the event. If we will be offering prizes for the chalk contest, a PO will need to be submitted prior to purchasing the prizes.

Lori will find historic barrel images for our public art displays

Ellen mentioned that Allison will be attending a viewing event for local bands and can share that information. A winter project for the commission can be to research the community schedules for the best night for a summer concert series in the Band Shell. Building and Grounds would be responsible for setting up the events. ECAC would have approximately a 1 ½ hour time commitment at the event. Smaller, local bands can be opening acts for the headlining bands. ECAC will introduce the bands and talk about upcoming events. We could organize a children's activity on the side.

Signage for Enfield was discussed near the town hall. Enfield is in need of signage, branding and marketing. The town seems to be separated into boroughs rather than being unified.

It was mentioned that if we find grant opportunities that we are interested in that we can form a partnership with 501c3 organizations such as the Rotary Club to allow us to apply for the grants.

Jason will work with Mary Keller to invite her to an upcoming ECAC meeting.

#### Organizational Structure and Officers

Emily and Stephanie will take the positions of Co-Chairpersons in leading ECAC this year.

Next Event: Family Day Sidewalk Chalk Contest, September 18, 2022 at 10am

Next Meeting: Tuesday, September 13, 2022 at 6:30 at the Town Hall Scitico Room

Meeting adjourned at 3:20 pm.

Respectfully submitted,

Donna Hamre, Secretary