

Minutes RiverCulture Steering Committee Meeting

Tuesday, August 21, 2018, 6pm, First Floor Meeting Room, Town Hall

Present: Suzanne LoManto, Walter Ramsey, Eileen Dowd,
Hilary Emerson-Lay, Erin MacLean, Pam Allan, Richard Widmer

1. Notes by Suzanne LoManto. Meeting started at 6:14pm
2. Minutes from the July 17, 2018 meeting were accepted.
3. Conversation about the Conflict of Interest requirement and general reasons why Suzanne Rubinstein left the Board. Suzanne LoManto mentioned that there was a Mass Gov lawyer who could answer specific questions related to their individual situations. (no additional conflicts of interest were noted.)
4. There was conversation about bringing a representative from Montague City on the Board. Lucinda Kidder was mentioned by Pam as a resident of Montague City with a strong interest in the Arts. We did not know anyone at Lake Pleasant and Suzanne L. will approach the Lake Pleasant Association with this request.
5. The conversation turned to the questions/comments from the Board. Hilary requested that several aspects of the proposed budget were broken down- specifically the budget item "advertising." Suzanne will submit a breakdown to the group via email.
6. Suzanne L. explained that giving the local cultural council \$2K would allow her to focus on "Signature Events" while helping the Montague Cultural Council continue their mission to fund grass roots requests in Montague.
7. Conversation turned to topics around building financial capacity (1% to the Arts: Rick), creating a village wide sculpture event (Erin), and specific projects to link our villages (bike racks: Pam), a seasonal village wide art opening (Pam).
8. There was general conversation about what makes a "RiverCulture Signature Event" and how that has been handled in the past, with the Pocumtuck Homelands Festival used as an example. "Opportunity" was cited by Walter as RiverCulture's main programming strategy. Increasing capacity (both money and time) was cited as necessary for RiverCulture to start a new/original program, like the Town wide sculpture event.
9. Eileen mentioned bringing back "the "Producers Series" which was a successful RiverCulture initiative under the Direction of Lisa Davol.
10. Rick mentioned the need for better measurement and evaluation. Walter agreed, and Suzanne and Walter will visit this idea with Steve Ellis. Better use of facebook/website analytics is a start. Better communication and strategy with the Discovery Centre is a possibility as they collect good numbers on visitors.
11. Rick asked us to change "Millers Falls Sculpture Park" to "Sculpture Montague" as a long term goal on the FY2019 proposal.
12. Erin announced the good news that the former STUFF building is now leased by a fiber artist named Alison.
13. There was no vote on a chair for the committee, as Oliver and Rachel were absent. Rick needed to leave early, as well. We will vote at the next meeting.

14. The group voted to accept the FY2019 plan

15. The next meeting was set up for either October 15 or 29, 2018.