

FACA Steering Committee Minutes February 4, 2016

In attendance: Ed Bradley, Jane Bradley, Keith McBride, Elizabeth Guffey, Mark Evans, Betsy Roper, Scott Miller, Julie Freund

Meeting called to order at 7:11pm

(1) Minutes of January Meeting

Keith McBride moved to approve minutes of the January meeting with the addition of Julie Freund to attendees and correction of typos. Scott Miller seconded the motion. Minutes were accepted as corrected.

(2) InfoHub Working Group Report

Elizabeth Guffey presented highlights from the Info Hub Working Group report (below).

Steering Committee challenged the InfoHub Working Group to accelerate the process outlined in their report and have the kiosk ready to be unveiled to the public on April 28, the 1-year anniversary of the public meeting.

There was a discussion of resources needed to achieve that goal.

Virtual Kiosk: Group agreed that Elizabeth would ask the distribution group of FACA-interested contacts if anyone would like to spend 45 min/day to gather and post information via the virtual kiosk (events data on website, posts and tweets on social media, encourage invites/likes/follows). If no one volunteers or additional assistance is needed, the committee authorized hiring an intern or temp.

Physical kiosk: Betsy will talk to Sheila at Bow Street Market. Ed will get Gar to talk to the Historical Society.

There was a discussion of social media strategies.

(3) Finance Committee

Nothing new to report.

(4) Organization Committee reports

Jane Bradley has completed additional paperwork and will meet with lawyer as soon as possible to move the 501c3 application forward.

(5) Jane Bradley moved to nominate Julie Freund to the FACA board of directors. Keith McBride seconded; motion passed unanimously.

(6) Logo design contest

Keith McBride summarized the results of his research.

Group discussed the goals and specifics of a logo contest. Do we want this to be a students-only contest to encourage a connection between the FACA and the schools? Do we want to a logo designed by a professional?

Consensus was that we abandon holding a logo contest for now, and ask Maryellen Carew to design a logo for us. We will look for other ways to bring a range of arts into the physical and virtual face of the FACA.

(7) Visual Artist Outreach

FACA Steering Committee Minutes February 4, 2016

Shari Broder and Julie Freund have decided to do a MailChimp survey to ask artists about their needs and interests. They have compiled a list of artists for this first survey. A public version of the survey will be posted on the FACA website and Facebook pages to make sure artists we don't have on our list yet have a chance to contribute.

Julie presented a first draft of survey questions for discussion. Consensus was to refocus the survey to get "interested / not interested" responses to the list of visual arts space types noted in interviews and meetings (workshop/class space, exhibit space. etc.)

(8) Location Committee

Ed Bradley reminded the group that we had decided the first step in the process toward an arts & cultural center would be to build a coalition of artists and see what they say they want. Concurrent with that, we formed the Location Committee to evaluate properties that become available to be sure we don't miss a rare opportunity while we are working on coalition-building. The committee believes Property C has enough potential to be worth considering a change of direction to adjust our process and pursue a location before the coalition has been fully developed.

NOTE: We will not be abandoning the coalition-building process. We are talking about pursuing bricks & mortar while we continue to build community support and with the intention of using the bricks & mortar as a catalyst for further coalition building.

Steering Committee agreed to develop a proposal for Property C: The proposal will include pro forma financials for acquisition, buildout and maintenance; outlines of space usage based on interests identified in early interviews; and a preliminary development schedule. This plan will be submitted to the Steering Committee for review.

Next meeting: March 3, 7pm at Town Hall.

Meeting adjourned at 9:09pm.

APPENDIX 1 – FACA InfoHub Working Group Report to Steering Committee 2/4/2016

Components of the Virtual Kiosk

- website: www.FreeportArtsAndCulturalAlliance.org maintained by Elizabeth Guffey (info@fcponline.org)
- Facebook page: <https://www.facebook.com/FreeportArtsAndCulturalAlliance/?ref=hl> maintained by Shari Broder with Elizabeth Guffey
- Twitter feed: [@FreeportACA](https://twitter.com/FreeportACA) (our Twitter handle is Freeport Arts&Culture) maintained by Shari Broder

Please like, post, share, join, follow, invite, retweet, etc.

January Meeting Report

InfoHub Working Group met on 1/26/2016. Highlights from that meeting:

- We discussed the response to the Virtual Kiosk RFP.

FACA Steering Committee Minutes February 4, 2016

- We decided our best next step is to take the time to find a true partner for this long-term development project rather than rush to launch.
- We will set up meetings with RFP responders and seek additional candidates.
- Elizabeth will continue to maintain the existing website.
- We discussed the social media component of the Virtual Kiosk.
 - We will add a Twitter feed. We are considering Instagram next. [UPDATE: follow FACA on Twitter @FreeportACA.]
 - We will add an email list signup and monthly e-mail newsletter.
 - We will look for tools to share the content maintenance workload and single-source content (enter info once and have it appear on all our platforms)
- Our next meeting will focus on a plan to build the audience and content of the virtual kiosk, including tactics to gather email addresses, get Facebook “likes” and Twitter followers, and solicit event and directory information.
- There has been no additional work on the physical kiosk since our report to the Steering Committee in January.

Next meeting: Thursday, March 3, 1:30pm in the study room at Freeport Community Library.