

## FACA Steering Committee Minutes March 3, 2016

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

Meeting called to order at 7:04pm

### (1) Minutes of February Meeting

Scott moved to approve minutes of the February 4 meeting as submitted. Keith seconded. Minutes were accepted unanimously.

### (2) InfoHub Working Group Report -- Elizabeth

(a) social media – efforts are underway to “prime the pump” on social media

(b) website - Rafi Hopkins / Section Sign LLC has been selected as the web developer for phase one of the virtual kiosk

(c) physical kiosk – InfoHub Working Group recommended not pushing to design and build a physical kiosk by April 28, but instead wait until the art center building discussion is more settled. In the interim, the working group will establish arts/culture section on Bow Street Market bulletin board and at other locations if possible.

Ed moved to accept physical kiosk recommendation, Julie seconded, passed unanimously. Ed moved to authorized Elizabeth Guffey (FACA Secretary) to sign contact with Section Sign LLC on behalf of FACA and pay the initial \$1500 deposit from the FACA account. Jane seconded. This passed unanimously.

### (3) Visual Artist Outreach Report - Julie

Survey went out to 40 artists and was posted on facebook and the website. We have had 11 responses, all positive. There was significant interest in all of the types of spaces and participation that were tested in this survey. Elizabeth will look into how to give steering committee members access to full survey results and comments. We will post something about the survey results so far to Facebook. Julie will resend the survey to the artists who have not yet responded to encourage greater participation.

### (4) Finance Committee – Ed

Now that we know exactly what our expenses are and when they are owed, Ed will launch the mini-fundraising campaign.

### (5) FACA Logo presentation – Maryellen & Elizabeth

Elizabeth laid out the guidelines that governed the design process. Maryellen showed the group the proposed logo. Group discussed the font and color scheme selection. Keith is concerned the colors aren't bold enough for the website. Elizabeth will keep an eye on the website to make sure it doesn't get washed out, and Maryellen will spec more saturated versions of the colors to be used where appropriate in the site and print.

Ed moved to adopt the proposed logo. Julie seconded. Passed unanimously.

UPDATE 3/6/2016: There was a font change request following the vote. That change was made and the steering committee re-voted via email. The majority voted in favor of the new font.

### (6) Location Committee – Keith

A select group of committee members is meeting Friday 3/4 at Property C for a walkthrough w/ an architect and a contractor who will weigh in on whether the property can accommodate the uses we have considered for the site.

Group discussed new possibility – Property E, the owner of which has asked if FACA would be interested in forming an artists consortium to rent the building for studio and gallery space. Further enquiry will be made.

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(7) Group discussed the potential conflict of interest between Keith's work for FEDC and FACA. Meeting for further discussion set for 3/10.

(8) Organization committee – Jane  
Filing fee is ready and 501c3 application is being sent to IRS.

Meeting adjourned at 9:08pm.

Next meeting: April 7, 7pm, Town Hall.