

FACA Steering Committee Minutes November 4, 2015

“Art is the process of creative selection.” – Shari Broder

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

Meeting called to order at 7:05pm

(1) Approve Minutes of October meeting

Minutes were amended as follows:

RE Location Committee, change second sentence to: “Group discussed the possible appeal of Property A in the event something of that nature should become available. Keith further noted that he had received notice of other possible sites from Gar Roper. He has been reviewing these suggestions as they come in.”

Shari Broder moved to accept the minutes as amended; Jane Bradley seconded the motion motion passed unanimously. October 7 minutes were accepted as amended.

(2) InfoHub Working Group report:

Tri-Town Weekly is receptive to revising their community calendar to group arts & cultural events together, but they could not discuss further until their upcoming merger with the Sun Media is complete. TTW editor noted that the community calendar will only accept submissions from non-profits, so for-profit businesses presenting arts events will be excluded from this publicity outlet. TTW Editor and InfoHub WG are checking on options for doing a weekly or monthly insert with the events calendar. Jane Bradley noted that Brunswick Area Arts and Cultural Alliance (BAACA, now Five Rivers Arts Alliance) created an arts calendar insert with a grant to fund a staff person to gather and format information.

There has been no further progress on the Virtual Kiosk RFP approved at the July meeting. The RFP is ready to go. Elizabeth Guffey will get it out to vendors by November 13.

Group discussed Virtual Kiosk mechanics and content, benefits to the community, how the website and Facebook presences work and interact, and the relative merits and uses of Twitter, Facebook, the website, email and other social media tools.

The Virtual Kiosk is FACA’s presence in the virtual world, which includes the website, Facebook page, email communication, and any other social media tools we may use, such as Twitter. Print media could also be considered a part of the Virtual Kiosk.

to quote Keith: “The website is how people come to us; Facebook (and Twitter) is how we reach out to people.” He noted that the advantage of Twitter is that it is less easily abused by marketers than Facebook, which has made it very popular. Shari reported she has had good success with Twitter. InfoHub WG will evaluate and incorporate Twitter into the Virtual Kiosk design.

VIRTUAL KIOSK ACTION ITEMS:

- If you are on Facebook, Like FACA at www.facebook.com/FreeportArtsAndCulturalAlliance and invite your friends to do the same.
- Send contact info for artists and arts & cultural groups based in Freeprt to Elizabeth and reach out to your contacts to tell them how to get listed on the FACA website (www.FreeportArtsAndCulturalAlliance.org) and Facebook page. Elizabeth, Jane and Ed will draft a sample email to help you with that.

The group discussed who can post to the virtual kiosk and agreed that it will be open to artists based in Freeport and arts events located in Freeport.

FACA Steering Committee Minutes November 4, 2015

There is nothing new to report on plans for a physical kiosk.

(3) Organization Working Group report: There has been no activity in this committee since the October meeting.

(4) Location Committee report:

Keith presented a possible property for an arts & cultural center. The group agreed to look at Property B and consider its potential. There was a discussion of whether we should actively pursue a location at this stage in the process or wait until we are further along in the coalition-building process. The group decided the benefits of pursuing both tracks outweigh the risks. Keith reported that the owner of Property C has received proposals in response to their Request For Bids, but there may still be an opportunity for FACA to look at the property and make a proposal. The group did not decide to pursue this option.

Next Meeting Wednesday December 9 7pm at Freeport Town Hall.

Meeting adjourned at 8:32pm.

Minutes submitted by Elizabeth Guffey, FACA Secretary