



Ballston Spa Committee on the Arts
66 Front Street,
Ballston Spa, NY 12020

Ballston Spa Committee on the Arts

February 7, 2024 Minutes

Call to Order - 7:02

Pledge to the Flag

Attendance/Introductions - George Long, Sander Bonvell, Trustee Bernadette Van Deinse-Perez, Katie Tiedemann, [Anne Menkins](#), [Cathy Hackert](#), [Emily Bartell](#), [Chris Hannon \(via Zoom\)](#), Trustee Ben Baskin, kate van buren

Approval of the January 3rd, 17th meeting minutes - hold until quorum is present in the room

Work in Flight

1. *Chocolate Festival (2/2)* - review - well attended; all 50 folders were distributed; **Emily** will create shared folders on the shared drive for all to put photos in there and can be used for future marketing.
2. *Street light banners 2023 (Katie)* - **All** need to send Katie feedback by 2/14 and she will work with Nellie to complete
3. *Garbage can sides (Emily/Katie, with BSBPA)*
 - a. COA branded/Andrew - Committee agreed on Option A. **Emily** will communicate final design to Andrew and then work with BSBPA to print
 - b. Village banners branded (duplicate design)/Nellie - **Katie** will request Nellie to put a 2nd dimension to the approved banner designs for use on open trash can panels
4. *Pop-up banner (Emily)* - **Emily** will work with Andrew to replicate COA trash can graphic (above)
5. *BSCSD arts department collaboration (Cathy/Kate)* - Review of 1/22 meeting with BSCSD arts educators - meeting has been pushed multiple times, still attempting to connect to HS Arts educators.
 - a. First Friday in May - ~15 businesses who would like to host exhibits
 - b. **kate** to find and reach out to HS Arts educators directly for participation
 - c. **Katie** to reach out to Ilona, etc. to recruit additional educators to participate
6. *Social Media Calendar/ 'Holiday' promotions (Emily)* - Anticipated late February
7. *Digital Brand awareness (Emily)*



Ballston Spa Committee on the Arts
66 Front Street,
Ballston Spa, NY 12020

- a. Mission statement update - All to provide feedback to Emily; desire few words for a tagline to use on promotional stuff (e.g., “enhancing our quality of life by promoting the arts”) and then consider the Mission (longer statement)
- b. COA Flyer (Emily)
- c. Website site map for revamp (Emily) - Current site map created. Next step is to create the future website map then prioritize content revisions.
- d. Future website opportunity - make our COA application an online application. May be able to make it an editable PDF?
8. *Random Acts of Poetry* (Cathy/Anne/Kate, with Library, BSCSD) - April 2024
 - a. **kate** to inquire of date possibilities for the Real McCoy
 - b. **kate** to ping Dana for the list of businesses to invite to participate in Random Acts of Poetry
9. *Tie Dye* - May 2024; budget approved; Dom DeNofio (friend of George) may be able to help.

Future Work

1. *Ottavia/Maria's projects* - Everyday Sketching; Make & Take Art - awaiting SA grant decision in March
2. *Digital Village Art Map* (Anne/Katie) - awaiting SA grant decision in March
3. *Sounds... 2024* (Cathy) - awaiting SA grant decision in March
4. *Rainbow Bridge* at Kelley Park (Cathy) - Frank Blair is seeking a willing scout
5. *Bus Shelter* - tabled until the structure is in place
6. *Mural* (Bernadette)- tabled for future discussion

Other Updates

1. Partner update
 - a. Need to get “Random Acts...” packet to each participating business
 - b. BSBPA next meeting anticipated to be 4/15 @ 6:30, BACC
2. Partner update: Village Events Task Force
 - a. Seeking ideas for a new project (instead of birdhouses): ideas so far - box car, bee hive, bat houses, iron spring bird feeder, little benches - issue is how to display the items until they go home with the makers
 - b. FFD is 8/18 - seeking kid craft ideas
3. COA business
 - a. Sign your oath at the Village office
 - b. Election of a Chairperson
 - c. Documentation obligations to the Village
4. Budget review



Ballston Spa Committee on the Arts
66 Front Street,
Ballston Spa, NY 12020

a. 2023-2024 Village budget reallocation approved? (Bernadette/Ben) - yes

b. 2024-2025 Budget proposal due to the Village 3/1

i. *kate* to start the budget document

5. Chair's report - no additional

Public Comment - no additional

Meeting Reminders & Schedule

- *1st Wednesday of each month is formal*
- *3rd Wednesday of each month is a working session*
- *Meeting time/location: 7 PM @ Library Community Room*

2024 remaining meeting schedule:

- February 21
- March 6, 20
- April 3, 17
- May 1, 15
- June 5, 19
- July 3, 17
- August 7, 21
- September 4, 18
- October 2, 16
- November 6, 20
- December 4, 18

Next Meeting

Next meeting – February 21, 7 PM @ Library Community Room

Adjourn - 8:13

Ballston Spa Committee on the Arts - Mission

To foster and advance artistic and creative efforts in the Village's public spaces in order to enrich and enhance the quality of life in our community.