

NASHUA ARTS COMMISSION

MINUTES OF A MEETING OF THE NASHUA ARTS COMMISSION

September 10, 2019

City Hall Auditorium

Members in attendance: Lindsay Rinaldi, Tina Cassidy, Tracy Hall, Sara Caesar, Judy Carlson, John Egan,

Absent: Jennifer Annand, Alison Isaksen, Paul LaFlamme, Rachel Rendina, Marc Thayer

Also present: Amy DeRoche NAC Admin, Cecilia Ulibarri

Called to order: 8:03 am

1. Minutes: Motion was made by Tracy and seconded by Judy to approve the June minutes. Motion carries

Motion was made by John and seconded by Tracy to approve the August minutes. Motion carries.

2. Communication: None

3. PAC update: There have been no monthly meetings lately. The architect is working on the final plan. The 501(c)3 has been approved and also registered with the NH Charitable Unit. The capital campaign is moving forward.

4. Budget: Lindsay reviewed last year's budget "buckets" (see attached) and how the money was divided. Tracy reviewed what the discretionary funds were used for. Discussion was held on whether to keep the budget lines the same. Tracy would like to keep the discretionary line just in case an outside need arises for an organization outside the grant cycle. Judy agrees and suggests keeping the numbers the same as last year. Sara would like to see some of the funds put towards bringing in public artists. Tracy reminded the NAC that the budget is unlikely to greatly increase so we need to be mindful of how the money would be allocated. It was suggested to add a special projects line to the budget

Motion was made by Judy and seconded by John for the following budget buckets:

Grant Awards
Discretionary
Workshops
Marketing
Special Projects
Motion Carries

Lindsay reminded the NAC that last year the grant allocation was \$37K. The remaining budget money will still need to be distributed at the end of the FY to the grants who are not fully funded.

Motion was made by Judy and seconded by Tina for the following budget allocation:

Grant Awards - \$35,000

Discretionary - \$1000

Workshops - \$1000

Marketing - \$2000

Special Projects - \$1000

Motion carries

5. Grants: Lindsay recapped how the grant process works. A grant working group needs to be established. The group will need to meet to review the forms and application. They will also need to establish a marketing component so organizations can be made aware that the grant cycle has opened. They will also need to create a schedule for a release date and reminders.

Currently the grant working group is: Paul, Marc, Judy, Jenn and Tina. The committee will need to decide who their chair will be. Lindsay asks the group to meet before the October NAC meeting. Judy would like the grant announcement to go out before the end of September.

6. Marketing report: (see attached)

7. New Business: Lindsay requests that the Policy Working Group come up with a suggestion on how communication requests are handled and if the chair has the right to respond without the approval of the full NAC.

Motion to adjourn was made by John and seconded by Judy. Meeting ended at 9:18am

September 2019 Marketing Committee Report

Collaborative Arts Marketing Steering Committee

Americans for the Arts Economic Impact Study

- The 800 audience intercept surveys have been completed and sent in: participating organizations included Symphony NH, Peacock Players, Actorsingers, City Arts Nashua, Great American Downtown, Nashua Public Library, Nashua Chamber Orchestra, Nashua Choral Society, First Church Music, Nashua Community Music School, Merrimack Valley Flute Choir, Nashua Sculpture Symposium, and Positive Street Art
- Twenty two arts nonprofits completed the organizational study: Actorsingers, Amato Center for the Performing Arts, Beauty Beyond Borders, City Arts Nashua, First Music, Flying Gravity Circus, Friends of Nashua Public Library, Gate City Charter School for the Arts, Great American Downtown, Hollis Arts Society, Hudson Public Library, League of NH Craftsmen, Merrimack Valley Flute Choir, Nashua Chamber Orchestra, Nashua Community Concert Assoc, Nashua Intr’l Sculpture Symposium, Nashua Theatre Guild, Peacock Players, Pelham Community Theater, Positive Street Art, Sinfonetta Strings and Symphony NH
- Following up with twelve additional organizations: Andy’s Summer Playhouse, Andres Institute of Art, Bedford Off Broadway, Friends of Symphony NH, Merrimack Concert Association, Milford Pumpkin Festival, Nashua Area Artist Association, Nashua Choral Society, Nashua Community Music School, Nashua Public Library, Souhegan Valley Chorus, Spartans
- Participation primarily from Nashua based organizations
- Organizational surveys in by end of month – six to eight weeks processing for results
- Developing plan for reporting to participating organizations and BOA, and publicity locally and with NH State Council on the Arts

Experience Nashua Web Site

- Kath Palmer assigned to the project
- Ninety percent content, in review
- Expect to launch next month

Request for Endorsement Letter from Great American Downtown

Letter from Steering Committee below:

August 21, 2019

Freedom’s Way National Heritage Area
Partnership Grant Program

Dear Grant Review Team,

In 2018 the Nashua Arts Commission formed a Collaborative Arts Marketing Steering Committee to find ways to promote Nashua as a destination for the arts with both residents and visitors alike. The committee includes members from Great American Downtown, City Arts Nashua (a nonprofit arts services organization), Symphony NH (Nashua’s largest arts nonprofit), and the chair of the Planning and Economic Development committee of the Nashua Board of Aldermen.

With limited financial resources, our work focuses on low cost projects with major impact. The steering committee is finalizing development of a new web site, ExperienceNashuaArts, that will feature all aspects of Nashua's vibrant arts scene, including the GIS map of Nashua's many murals and sculptures.

Nashua has more public art than any city in New Hampshire with many in the downtown area. Its public art reflects the culture and history of the City and gives viewers a strong sense of place and community.

We are currently in the process of updating Nashua's Arts and Culture plan; adding formalized tours of our public art comes up often during input sessions. A tour of the downtown murals and sculptures with a mobile application that gives viewers the opportunity to learn by both sight and sound will greatly expand the number of residents and visitors who will enjoy and learn from our public art. It will become a baseline for future tours as well.

Great American Downtown is an effective catalyst for making Nashua's historic downtown a vibrant area for residents and visitor alike. The Arts Marketing Steering Committee strongly supports this project and endorses their ability to make it successful now and in the future.

Sincerely,
Judith Carlson, Chair
Collaborative Arts Marketing Steering Committee

Respectfully submitted,
Judith Carlson,
Chair, Marketing Committee