

Meeting Notes 4/8/2024

In attendance - Danielle Tencza, Rosemary Matus, Suzanne Rutner, Kathy Johnson, Ann Grasso, Wendy Wilkins, Karen Allen

6:02 Meeting called to order (forgot to write down by who)

Agenda additions:

- Community events - Memorial Day Parade, Teacher vs. Student Race, Rock painting,
- Other - Insurance
- CAA event proposal - networking

Agenda items approved by Suzanne and seconded by Karen

Minutes from March 11, 2023 approved by Suzanne and seconded by Danielle

Financials:

WIX payment made - \$331.81

Current balance - \$2425.14

Report from Ann:

Rock Hunt

- Deadline to complete rocks for the rock hunt - April 12
- Date to distribute - April 27
- Participating groups will be given a specific area to place the painted rocks. This isn't a scavenger hunt but more a way to highlight the businesses in the CCD. Rosemary stated that she will get the CAA painted rocks to Ann this Thursday (April 11).

Covenant Living Art Gallery Open House is this Saturday, April 13, from 1:00-4:00, with a presentation from 2:00-3:00. The theme is the "Four Seasons". More than 50 pieces will be on display. The next rotation will go in the following week and will be on display through October. The theme is "Music"

Five grants have been offered to businesses in the Creative District

No updates on the bond application for improvements to the sewer garage. The application is being supported in the Senate by Matt Lesser under economic development, and is being supported in the House by Christie Carpino.

CAA Scholarships:

Danielle reported that no applications had been received to date. The deadline is April 20. Danielle may do another posting on social media. Wendy said she will also post out the information on all her pages. A concern was raised that the Cromwell Chronicle does not include the CAA logo on our advertisements.

Social media/website - no updates

Traveling Bear

The winner from the town resource fair is Nicole Dolittle but Rosemary needs to find the contact information.

Middle School Mural

Representative from the Middle School reached out to CAA for a mural to be painted in the new middle school building. Rosemary stated that CAA has accepted. CAA will provide sketches and the school will provide the supplies. This work is planned for Spring 2025.

Ann commented that CCD had their logo created into a stencil. She will follow-up with Rosemary with the name of the artist. Danielle will also look online. "Sticker Mule" was mentioned as an excellent source for stickers.

Proposal for Networking Event

Discussion led by Wendy who proposed the idea about 2 months ago for CAA to host a networking event for artists in the area

- Purpose is to get the CAA name out there and find out what local artists might want to see from CAA
- Set up could involve a few tables and chairs around a space, with name tags and light refreshments provided by CAA.
- CAA could provide a brief talk about the organization
- Will need to find a location with space for up to 50 people. Rosemary said she will check on the availability of the Arch Room
- Wendy offered to donate bottles of water and some snacks; maybe others could provide baked goods
- The event should last no more than 2 hours
- Kathy asked if the event would be open to artists outside of Cromwell and there was some discussion about the benefits. Danielle suggested that it might be helpful to get more members if the event was open to all.
- Would want to get the word out 3-4 weeks in advance
- The end of June might be a good target; after graduations but before summer vacations
- Presenting it as a networking opportunity "Hosted by the Arts Alliance" will be more appealing than a CAA meeting
- Should also include anyone who loves and supports the arts
- More discussion is needed to decide on a date that works around everyone's schedule

Memorial Day Parade

To be held on Thursday May 30th. Rosemary, Suzanne, Kathy and Karen are planning to participate.

Teacher vs. Student Race - May 18th

CAA received an email asking if CAA would consider becoming a donor for this event. It's the 14th annual race and it targets all schools in Cromwell and the community. Donors will have logos placed prominently on all t-shirts.

Donation Levels:

\$100: t-shirts and listing on the event website

\$250: t-shirts, listing on event website, and option for a booth at the event

\$500: t-shirts, listing on event website, option for a booth at the event, and CAA logo added to backdrop banner at the event.

Discussion followed:

Wendy - not an arts related event but good publicity. Lots of families attend

Suzanne - donating to this event may set a precedent and open CAA up to requests for all the other athletic groups in town. Becomes hard to justify supporting one group over another.

Danielle - better to say we are focused only on supporting arts organization

Ann - might be a good for "cross-pollination" between athletics and the arts

Rosemary - what if one of the art or music teachers is running? CAA could sponsor one of the teachers with a \$100 donation. She will reach out to the superintendent about getting the names of any of the art/music teachers that are participating.

Danielle - where will the event be posted on social media?

Rock Hunt - upcoming logistics

Rock painting this Wednesday the 10th at Rosemary's at 7:00

Ann - 6 or 7 groups are participating and each group will be assigned an area: Upper, Middle and Lower Main Street and 3 parks (Pierson, Frisbie and Cromwell Landing). Rocks are to be placed to highlight the businesses. This is not a scavenger hunt or contest. Looking to have a rock from each of the organizations placed at each business. There are 31 or 31 businesses in the district.

Ann will drop off CAA's portion of the rocks with Rosemary for distribution on April 27th

CAA Insurance

Rosemary has called the agent, Skip, at Comstock Insurance but has not heard back. Possibility that he has retired. Danielle will email him and will contact the office directly if she doesn't hear back. CAA did not receive the usual email this year regarding policy renewal.

7:10 Motion to adjourn made by Karen Allen, seconded by Danielle Tencza

Minutes Respectfully submitted by Karen Allen