

12/8/15 Town Arts Committee DRAFT MINUTES

Quorum confirmed
Warning confirmed
No public participation

November 10th PROMOTING BRATTLEBORO Meeting Discussion

- Philosophical but valuable
- Is Brattleboro worried about being victims of its own success? Resistance to promotion?
- Keep Brattleboro from becoming like rest of world
- There is much to build up
- Fear of gentrification / fear of languishing
- Promoting Brattleboro/ to resident? To visitors? Start simple with visitors?
- Many people who live here are people who came just to visit
- Two points 1) enhancement of brand 2) addressing this subject stimulates energies towards promoting Brattleboro
- Brattleboro over-extended (over-saturated) with arts
- Sufficient support needs to extend circle of support, of participation
- Promote Brattleboro through specific events?
- Arts are used, big part of BACC promotion material (but no Chamber representation at either 9/22 or 11/10)
- Arts Fair?
- Ambivalence exists: desire to keep quaint, small town and more people coming here
- Careful to not change culture -- it's a tug of war with fear of change
- Community artists need input
- Change if too quick brings unintended consequences
- Sweet spot, move together, find that
- 1% Room And Meals tax possible appropriation of some % of 1% for promotion
- Who has money to spend on promotion/ steps to identify \$

Discussion on public art and inventories of organizations

- Present update of compendium offer to ACWC (D Cox)
- Revisit Track 2 of. NEA Grant for examples of cities and towns who have successfully taken on identity as Arts Towns. Plenty of unused info
- Revisit Atlas, Track 1 of NEA Grant for possible republish to include more thorough inventory
- Promoting Brattleboro and Calendar initiatives elsewhere in town
- Present concrete plans to SB
- Arts marketing needs someone with expertise
- Updating arts inventory asks huge volunteer commitment

Motion approved: regular (every 6 months) press releases to promote Brattleboro

Discussion on Artist funding initiative

- Banks reluctant to loan on true Microfinancing initiative
- Explore Town revolving loan. Farmers once had this

Election

- Chair Salviani till end of June
- Vice Chair Cox

Respectfully submitted,
Anderson