

Saugerties Arts Commission 9/25/20

IN ATTENDANCE: Barbara Bravo, Robert Langdon, Suzanne Bennett, Isabel Soffer, Beth Troxell, Yvonne Rojas-Cowan, Leann Thornton

WEBSITE:

- In principle, the website is done. We can make changes to text and photos, but the general way that it look is complete
- No longer using JotForm. Using a Word Press form instead.
- Calendar, Word Press and is basic and easy to organize.
- When someone enters data for an arts or venue directory, an email is sent to our email with a Link to approve the information (or not) and it is automatically uploaded. Events need to be manually uploaded.
- Barbara had sent a few pages of notes to Yvonne and Isabel about corrections.
- Barbara suggest physically dropping in on spaces that should be signed on as a venue (restaurants, outdoor space, etc)
- Yvonne and Isabel had a training session on how to update the website. It was recorded and made available by Darcy from SEO Web Mechanics.
- Isabel recommended that if there are changes, they should be collected and change as a group.
- We can create homepages for certain events and make temporary changes.
- How do we want to start promoting the website? FB ads? Instagram ads?
- Once an event is on the calendar, it should be posted on the FB and Instagram pages. Need to figure out who will be doing that. Yvonne suggests seeing how the info comes in and determine a way forward.
- Use submission form to send some trial events.

- How can we tap into the film industry? Can we connect with Hudson Valley Film Commission and have them list us as a resource? Beth can speak with Loren.

First Artist profile:

- Tad wrote an article on Fay Wood
- Alex Rappoport is not ready to show Peter Bradley trailer yet
- Artist profiles for future: Malcolm Cecil (musician), Alex Rappoport (filmmaker), Linda Montano (performance artist),
- Angel Otero (visual artist)
- More names will be added to the list in the future.
- Barbara will check with Tad to see if he would like to write articles or do a Q&A format.

BUDGET

- The only facilities that the town has for use is a space at the ice arena, Greco building, senior center
- We need the advocacy of students for the arts to be part of the town. How do we do that? Work with the school district and art and music departments and get them on board.
- SAC's proposed 2021 budget was submitted to Leeanne. Budget item lines include: technical support, expenditures for social media, marketing and misc. expenses. With a roll over from 2020 for hosting public events and grant research.