

Arts Commission Meeting
Thursday, September 12, 2013
7:00 PM

Commissioners in attendance: James Brewster, Lorraine Brown, Lisa DeGrand, Donna Elkin, Lois Jason
Charles Korstep, Cheryl Riello, Sandra Schiff

Commissioners excused: Deborah Dozier, Marita Gargiulo, Ricardo Henriquez, Tracy Nista, Stacey Sandler,
Evelyn Skelly

Others in attendance: Mimsie Coleman, Director of Arts, Recreation and Culture, Peggy Craft, Acting Clerk
Steve Graham, Auxiliary Member

CALL TO ORDER

Chairperson Jason called the meeting to order at 7:09 PM.

APPROVAL OF MINUTES

Commissioner Brown motioned to approve the Minutes of the July 3, 2013 Meeting. Commissioner Elkin seconded the motion that passed unanimously.

TREASURER'S REPORT

Commissioner Korstep presented the Treasurer's Report, and listed the balances in the Arts Commission accounts.

Ms. Coleman explained the expenses that these accounts cover.

Commissioner Brewster asked how the money is handled. Ms. Coleman explained the funds are budgeted by the Town. She said many of the things that are necessary for the department are covered by the Town. Mr. Brewster also asked if the Town covered police services. Ms. Coleman said the Town covers the cost of the police. Ms. Schiff asked who pays for the port-o-potties. Ms. Coleman said Public Works pays for the port-o-potties. Ms. Coleman explained how costs were distributed between the departments when they (Arts and Parks and Recreation) were merged.

Ms. Elkin asked if permanent bathrooms could be built on Town Center Park. Ms. Coleman said there is a problem with the water source not being sufficient. There was a discussion regarding this topic. Mr. Brewster said there would not be a problem with bringing water into the park. He added that drainage would be a problem.

There was a discussion regarding the Harold Gift Fund Account. Ms. Coleman said she is going to look into getting a better interest rate on this money.

SATURDAY SERIES

Ms. Coleman explained what the Saturday Series entails.

Commissioner DeGrand said there are six programs planned for the Saturday Series. They are:

Steve Johnson Magician – October 19, 2013
 Crab Grass Puppets the Princess and the Pirate – November 23, 2013
 Gerwicks Puppets Midwinter Magic – December 7, 2013
 YoYo People – January 11, 2014
 Robert Rogers Puppets Just So Animal Stories – February 8, 2014
 Willy Wonka Wonkaville – March 8, 2014

Ms. DeGrand explained each of the programs that will be offered. The total cost of these programs is \$3,980.00.

Ms. Elkin motioned to approve the expenditure of funds for these programs. Ms. Brown seconded the motion that passed unanimously.

Ms. Riello asked what time these programs are held. Ms. Coleman said they begin at 1:00 PM and run for approximately 45 minutes. Mr. Brewster asked how these programs are advertised. Ms. Coleman said with flyers in the schools, newspapers articles, etc.

Ms. Schiff asked if the movie Lincoln has been rescheduled. Ms. Coleman said this movie would be shown on October 4th in Town Center Park. Mr. Brewster asked about the expenses for the movies. Ms. Coleman said the total expense for the movie series was \$4,999. Mr. Brewster explained how a movie screen could be built for approximately \$750. He also said this could be used for the summer concerts. There was a lengthy discussion regarding this topic. All present felt this would be a good idea, and something to look into.

Ms. DeGrand and Ms. Elkin discussed the TV station that has been installed at Hamden High School.

SUNDAY SERIES

Ms. Jason discussed the Sunday Series, and listed the programs that will be offered. The programs are as follows:

Rich DePalma – October 20, 2013
 Sambeleeza – November 24, 2013
 Linda Ipanema (New Orleans/Dixieland) – January 12, 2014
 Moxi (Voice & Swingin Rhythm) – February 9, 2014
 Kerry Boys (Irish) – March 30, 2014

Ms. Riello asked what time these programs begin. Ms. Coleman said they begin at 2:00 PM.

Ms. Elkin motioned to approve the expenditure of funds for these programs. Ms. Brown seconded the motion that passed unanimously.

Miss Jason said she is not comfortable with accepting \$50 and \$100 bills at the weekend events. She said it is difficult to make change for these large bills. Ms. Elkin suggested having a sign stating that bills over \$20 would not be accepted. There was a discussion regarding this subject.

Ms. Jason said there is always a need for box office help, and some one to take chairs down. She will remind the Commissioners of this need before the two series begin.

Ms. Coleman said it is necessary to think about the chair situation. She said if there are more than 199 chairs then the Town has to pay the custodians to come in and tie three chairs together. She explained that this is a fire regulation. There was a discussion regarding this situation.

SPONSORSHIP REPORT

Ms. Coleman explained this report.

Next, Ms. Coleman discussed the bucket collections. She said The Zombies concert provided the biggest collection. There was a discussion regarding how to let the crowd know that the Bucket Brigade is coming. Ms. Riello said that by the last concert people might feel that they have already given several times. Ms. Elkin said that perhaps there should be buckets at the entrances. There was a discussion regarding what is the best way to “cover” the crowd. Mr. Brewster suggested a bucket be put at the vendor stands. It was also suggested that a Commissioner stand near the vendors.

There was a discussion regarding the Eddie Money Concert. Ms. Coleman said the New Haven Register did a very nice write up regarding this concert. Ms. Coleman complimented Ms. Riello on a job well done at the Eddie Money Concert.

Ms. Schiff said the Commission needs to provide more help to Ms. Coleman with the sponsorships. She feels the Commission needs to do better. Ms. Coleman said there are not that many businesses in Town. Ms. Schiff said we need to get out earlier and perhaps go out in twos to solicit donations and sponsorships. Ms. Schiff also said perhaps we don't need to get the biggest name performers for the concerts. Ms. Coleman said people expect the bigger names from Hamden. All present agreed.

EXPENSES

Ms. Coleman discussed the concert expenses.

Advertising and the need for rack cards were discussed. Ms. Coleman explained how the sign announcing the concert series was constructed at the Town Hall. She discussed what could be done in the future.

Ms. Coleman would like to add \$150 for John Columbus for picture taking. She explained the work he did at the Eddie Money Concert. Ms. Coleman will send some of the pictures to the Commissioners.

Ms. Schiff discussed the lists that are received from the performer's road person. She said most of the time the performers don't eat the ordered food and it is thrown out. She said this is a waste of money. She suggested that the Commission put out a letter stating that we do not have a commissary.

ANALYSIS OF 2013: WHAT WENT RIGHT; WHAT WENT WRONG

Ms. Brown said the rules should be clear at the beginning of the concert series. She said she had problems with parking. Ms. Riello also had problems. Ms. DeGrand said none of the CERT people had the list of those who are approved for parking.

There was a discussion regarding concerts that are moved inside. Ms. Schiff said there is a need to put something together explaining the procedure for inside concerts. There was a discussion regarding this subject. Ms. Brown said tickets should be collected at the auditorium doors.

Ms. Brown said at the last meeting before the concerts begin there should be a Policeman and a CERT representative to go over the procedures regarding parking, etc.

Ms. Coleman explained how parking varies from concert to concert. She also explained where the Commissioners could park. She said she has told Tom Conway and Dave Richard that they are “field commanders”. She said it is set up that in any uncertainty they are in charge, their decisions stand. A very lengthy discussion followed.

Mr. Brewster suggested hanging something from the rear view mirror or placing a placard in the front window to identify the Commissioners. Ms. DeGrand said that all the Police and CERT people need to know what identifying item would allow for parking. Ms. Brown will make these placards.

Ms. Coleman explained that Fred Parris has completely recovered. Ms. Coleman said that the people who responded to this emergency, Tom Conway, Hamden Police and CERT were amazing in their response. She also noted that Ms. Schiff acted very quickly notifying a Policeman that there was an emergency, and 911 needed to be called. There was a discussion regarding this situation.

Ms. Schiff suggested sending thank you notes to the businesses that donated to the hospitality committee.

SUGGESTIONS FOR 2014

Ms. Coleman said Tower of Power would perform on July 25th.

Ms. Coleman said a Connecticut Doo Wop DJ suggested Kenny Vance for one of the summer concerts. Ms. Coleman has received a call from Mr. Vance’s agent who said Mr. Vance would be interested in performing in Hamden.

Ms. Elkin said everyone loved the Four Tops.

Ms. Brown suggested Cheap Trick.

SURVEY

There was a discussion pertaining to the results of the survey that was taken regarding attendance at the concert series.

COORDINATOR’S REPORT

Ms. Coleman and the Commissioners discussed the website. Ms. Riello explained the work her husband has done on the Hamden Fathers Website and how successful it is. There was a discussion regarding this subject. Ms. Riello said her husband would be happy to manage the website. Her husband has extensive background in software engineering. Ms. Riello said it is very important to keep the website current. She also said that it is important that the Commission be on facebook and twitter. There was a lengthy discussion regarding improvements that could be made to the website.

NEW BUSINESS

Ms. Coleman said she would like to look into showing the film *Inocente*..

Next, Ms. Coleman discussed the singer Roberto Iarussi. Mr. Iarussi has previously performed in Hamden under the sponsorship of the Arts Commission. Ms. Coleman said he has moved to Florida and is releasing a crossover CD. She listed some of the songs that will be on the CD, including I Believe, I Wish You Love, A Time For Us, and some Italian songs produced with the London Symphony Orchestra. Mr. Iarussi would like to perform his first concert in the place where it he began. The concert would be on November 2nd. He has submitted a budget that is a little over \$15,000. Ms. Coleman said the last time he performed in Hamden the ticket sales were over \$14,000. Ticket prices for this event were discussed, and it was agreed that the price should be the same as the last time, \$25.00 for seniors \$35.00 a regular ticket. Ms. Coleman added that she has reserved the auditorium at Hamden High School for this event. The Commissioners present agreed on going forward with this event.

Ms. Jason thanked Ms. Schiff for her generosity at the Side Street Grill.

Ms. Jason has sent an e-mail regarding the Whitneyville Fall Festival. Ms. Jason will have an information table there. She is there most of the day, and has permission to put out a donation jar. She will have all the flyers regarding Arts Commission events. She would appreciate anyone who would like to volunteer to join her at this event.

The Connecticut Career Fair will be held on October 25th at Hamden High School.

Young Audiences is scheduled for September 20th. There will be a Wine Tasting at Laurel View on September 28th sponsored by Amity Wine and Spirits.

Ms. Schiff said the buttons that Stacy made are very attractive, but they say volunteer. She pointed out that there are only 15 Arts Commissioners, and the buttons should reflect this title. She feels that the buttons should be redone.

ADJOURNMENT

There was no further business to come before the Commission, and Chairperson Jason called for a motion to adjourn. **Commissioner Brown motioned to adjourn. The motion was seconded by Commissioner Shriff and passed unanimously.** Chairperson Jason adjourned the meeting at 9:20 PM.

Submitted by: _____
Peggy Craft, Acting Clerk