

**WESTON ART & INNOVATION CENTER
ADVISORY BOARD (Weston AIC-AB)
For the meeting held on
Wednesday, March 30, 2022 –5:00 PM
356 Boston Post Rd., Weston MA 02493**

Meeting called to order at 5:05 p.m. Minutes taken by Cecily Cassum. Members in attendance:

Present		
P	Cecily Cassum	AIC Executive Committee, Chair, Secretary
P	Lee McCanne	AIC Executive Committee
P	Audrey Pepper	AIC Executive Committee
	Ian Roy	AIC Executive Committee
P - Remote	Ruth Weinstein	AIC Executive Committee
P - Remote	Joel Angiolillo	AIC Advisory Board
P	Anthony Butler	AIC Advisory Board
	Adam Day	AIC Advisory Board
P - Remote	Ali Dorman Fernandez	AIC Advisory Board
	Steven Hubbard	AIC Advisory Board
	Vanessa Schaefer	AIC Advisory Board
P	John Thompson	AIC Advisory Board
P - Remote	Jean Arturi	AIC Studio Technician
P	Eliza Eddy	AIC Manager
P - Remote	Jenn Warner	Weston Public Library
	Alli Palmgren	Weston Public Library
	Nathan Suher	Weston Media Center ED

Minutes of the 1/26/22 meeting were approved unanimously.

Eliza reported that she has 4 classes that are running for April that are either at half capacity or full. The Newton Nomadic Theater is also returning with their production of *Miss Delta Township*. The Sunday Jazz Jam is now running the fourth Sunday of every month. The first two were very well attended with more than 30 people each and many people participating. There are three teen week long workshops planned for July: film making, sewing, and a 'mini' (1 week) maker series.

Eliza has arranged with the social media subcontractor to run a few special campaigns: a 'Like' campaign to generate followers as well as exposure and a targeted marketing for the teen summer series. Eliza is also providing information and sign-up sheets at a new designated space in the Library just for the AIC. This has already resulted in some new participants.

Jean stated there has been a significant increase in rental inquiries and bookings. She says that until recently the primary interest has been for bridal showers, baby showers and celebrations. However, we are starting to see more corporate events: a dental group held a seminar, a dermatology group has booked space in May to do a seminar, a multi-day rental for a real estate broker who is using the space to hold events to generate business, and lastly, Jean is in communication with a person from Harvard who wants to host a combined retirement party/welcome new staff party this summer.

Cecily reviewed the recent conversation with a representative from an online wedding venue booking website. Engaging this service would be a significant expense and the members present debated the pros and cons extensively. All agreed that we should be more aggressive in marketing to the wedding

market, but that we must respect the need to reserve space for regular programming (Saturdays are a very popular day for classes). Some couples will want the entire building; the Board's preference is to reserve only one Saturday a month and all Saturdays in July and August for weddings to have the entire building as a private space. If they are solely interested in renting the Reading Room, then we would continue to book them as we do now: first come first served. There may be weddings who request the entire building on Saturday starting at noon, in which case classes could be held in the morning. In general, the Board felt that we should develop special wedding rental packages, add a new area to the website that focuses on weddings, and reconsider our rental pricing, all of which should be addressed by the Marketing Committee, which will report back to the Advisory Board. The Board asked Cecily, Jean and Eliza to go back to the website representative and get more information before committing.

Next Meeting: The next meeting will be held on Wednesday, April 27th at 5:00 pm.

The meeting was adjourned at 6:27 p.m.