

**WESTON ART & INNOVATION CENTER  
ADVISORY BOARD (Weston AIC-AB)  
For the meeting held on  
Wednesday, May 25th, 2022 –5:00 PM  
356 Boston Post Rd., Weston MA 02493**

Meeting called to order at 5:12 p.m. Minutes taken by Cecily Cassum. Members in attendance:

<b>Present</b>		
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
	Anthony Butler	AIC Advisory Board
	Adam Day	AIC Advisory Board
P- Remote	Ali Dorman Fernandez	AIC Advisory Board
	Steven Hubbard	AIC Advisory Board
P- Remote	Vanessa Schaefer	AIC Advisory Board
	John Thompson	AIC Advisory Board
P	Jean Arturi	AIC Studio Technician
P	Eliza Eddy	AIC Manager
P	Jenn Warner	Weston Public Library
	Alli Palmgren	Weston Public Library
	Nathan Suher	Weston Media Center ED

Minutes of the 4/27/22 meeting were approved unanimously.

Eliza reported that we had another good month for programming. We ran 7 classes last month and offered several events, including Jazz Jam, the Newton Nomadic Theater's presentation of Miss Delta Township, the Fix-It First bike clinic, as well as opening the building for Weston Town Center Celebration Day. We had demonstrations offered in both studios: Ali and John demonstrated printing in the Tool Shed and there were demonstrations from some patrons on the vinyl cutter, sewing, and 3D printing. Joel reported that he and his volunteers fixed about 20 bikes.

Eliza is working with our 3<sup>rd</sup> party social media company to boost postings for the summer teen workshops. We are also advertising these programs in WestWord.

Jean got a lot of inquiries about rentals during the Weston Celebration. She reports solid growth in rental bookings. She is focused on developing a metric to determine average lead time (time between booking and rental).

As a result of the recommendations from Vanessa, Cecily and Jean are developing a set of specifications to improve some areas of the website. This will improve our targeting to the micro wedding market. We will also be recommending modest price increases in a few time slots where demand is heaviest.

Jean reported on the types of changes that we plan to make to the website. There was discussion as to why we aren't seeing much interest in rentals on Friday and Saturday nights.

Ian reported that he is developing a job description for a technical specialist at the Brandeis maker labs, and there may be aspects of this job description that we can leverage as we pursue posting for our own Studio Technician specializing in digital fabrication.

Cecily proposed that we visit some regional makerspaces that offer woodworking. We may want to consider offering this as a new area of expertise in the Tool Shed.

Jenn reported that initial conversations with the Town regarding decorating the electrical boxes has resulted in mixed responses. We may want to decorate just the box on AIC property and see the response.

Eliza said that Adam has offered to help develop a training manual and some explanatory posters to show how to use the laser cutter and the 3D printers.

Adam has offered to give the Advisory Board members a tour of the AutoDesk Build Space in the Seaport.

Audrey reported on some feedback from the public during the Weston Town Center Celebration. There continue to be marketing challenges to getting the word out about our offerings, and some residents still aren't aware of what goes on inside the building.

**Next Meeting:** The next meeting will be held on Wednesday, June 29th at 5:00 pm.

The meeting was adjourned at 6:04 p.m.