

**WESTON ART & INNOVATION CENTER
 ADVISORY BOARD (Weston AIC-AB)
 For the meeting held on
 Tuesday, August 20th, 2019 – 3:00 PM
 WESTON ART & INNOVATION CENTER
 356 Boston Post Road, Weston, MA 02493**

Meeting called to order at 3:10 pm

Minutes taken by: Joel Angiolillo

Members in attendance:

Present		
P	Cecily Cassum	AIC Board, Chair
P	Joel Angiolillo	AIC Board, Clerk, Treasurer
P	Audrey Pepper	AIC Board
On phone	Nicole Mordecai	AIC Board
P	John Thompson	AIC Board
	Adam Wisnia	AIC Board
P	Lee McCanne	AIC Board
P	Robert Carter	AIC Manager
P	Jenn Warner	Weston Public Library
P	Alli Palmgren	Weston Public Library
P	Susan Brennan	Member of the Public

The minutes of the 7/23/2019 meeting were approved unanimously. (There were no 8/6 minutes because of the lack of a quorum.)

The pastor of the First Parish Church in Weston, Jeff Barz-Snell, joined the beginning of the Board Meeting for the Grand Opening discussion.

Grand Opening

- 9/14 – 10 am to 4 pm
- We will have yard signs and banners on the building.
- Nicole will draft an article for the Town Crier. The information will also be used on the Town website, the library website and the AIC website.
- Both Alli and Robert have notices that can be sent to friends and orgs re: the opening.
- A ribbon cutting ceremony with a few speeches is planned.
- There will be a number of demos and activities in the building.
- Food is an issue, but is being worked. (There are health department regulations about food.)
- Lee will secure a portable PA system.

Building

The exploration of window inserts and sound proofing curtains is still in progress. The option of buying a tent versus renting one as needed is also still in progress.

Programming

Most of the meeting was spent discussing the cost of programs and events. Audrey handed out some data she collected on the class fees charged by other centers, and possible costs for AIC programs and events. The general decisions include:

1. Whatever fee structure come up with now may be adjusted in the future to reflect demand, instructor renewed interest, and the desire to provide possible scholarship opportunities on a limited basis.
2. Average class fee for students will be \$20/hr, but this will be adjusted up or down depending upon the class and the cost of the instructor.
3. Looking at other art centers, it seems that the average cost for instructors will be \$40 - \$60. "Celebrity instructors" will cost most and as a result student fees will need to be higher.
4. Average target student fees will be ½ to pay for the instructor and ½ will be to pay for the building and staff. The larger the class, the more income there will be for building expenses. The smaller the class the less.
5. Target minimum attendees will be 6 but this will also be adjusted up or down. We will try our best not to cancel classes.
6. Advanced registration fee for classes (target is \$20) will be credited if the AIC cancels a class, but not if the student withdraws.
7. Materials cost will depend upon the class and will be a separate charge.
8. Some classes may be less expensive to draw people into the AIC, e.g., the tool training classes.
9. There will not be a cost difference between Weston and non-Weston students, at least initially. (Weston residents will receive a discounted price for room rentals – at least initially.)
10. There will not be a membership system with reduced fees for members, at least initially. This is seen by the board as too complicated to manage.

The cost discussion is driven entirely by our need to cover our costs for staffing, marketing, equipment and the building. The AIC will not be "making money" only "covering expenses."

Rentals

We will explore creating a list of "approved" caterers.

Next Meetings

The next meeting will be September 3rd at 3:00 pm at the AIC.

Adjournment

Meeting adjourned at 5:10.