

**WESTON ART & INNOVATION CENTER
ADVISORY BOARD (Weston AIC-AB)
For the meeting held on
Tuesday, October 1st, 2019 – 3:00 PM
Weston Public Library
87 School Street, Weston, MA 02493**

Meeting called to order at 3:00 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
P	Nicole Mordecai	AIC Board
On phone	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
	Susan Brennan	Member of the Public
P	Nathan Suher	Weston Media Center ED

The minutes of the 9/3/2019 meeting were approved unanimously.

Grand Opening

Cecily asked if there were any additional observations or items to be discussed concerning the Opening Day on 9/14, not discussed before. There were none.

Joel asked what we should do with the lumber for the banner stands used on opening day. No one knows of a good place to store the lumber, so Joel will try to find a place to store the wood outside, out of the weather as much as possible.

Marketing

There are at least four types of activities we will need to market for: Art programs, Tech programs, Events, and Rentals. There is a lot of cross-marketing for the first three types of activities, but the fourth, Rentals, may be somewhat different.

Alli handed out a variety of marketing channels we currently use and the plans for each channel going forward. They include: A number of websites (Weston.org, westonlibrary.org, westonaic.org), email push, sister-orgs like the Friends of Weston Public Library, social media like Facebook and Instagram, and others. It was recommended that we have a one-page handout of upcoming programs we can hand out to anyone who attends an event or program.

We should make sure we take pictures of programs and post them on various social media accounts.

Building

We don't have a quote on the ventilation system. We are waiting on Facilities. But once they can get to the work, it should happen quickly. We can't use the laser cutter until we get the ventilation system working.

The windows in the reading room are leaky. The quick solution is gaskets or seals around the windows that open. We are concerned about renting the room in a storm, if the rain and wind is blowing in. After fixing the leaking window, we would still like to try inserts, although these may be expensive and/or difficult to install.

Rentals

Cecily is interviewing three caterers (with trucks). We would like to have a few recommended caterers for people who want to rent rooms for functions.

We would also like to have a few "vetted" activities for groups that would like to do an activity with an event. One example given was a "build a bike" fundraiser. Others are sewing projects like blanket making.

Cecily proposed a detailed rental pricing scheme that covers early and later hours, combining blocks of time, and combining rooms.

Programming, Classes and Events

Audrey proposed inviting the New Nomadic Theater to host a performance in the Reading Room (probably on the 25th/26th) for little or no cost, with the expectation that the publicity would offset our marketing costs. There was a consensus that this was worth trying.

A related discussion is having snacks available for purchase during events. They have to be pre-packaged and "non-messy." Even with a vending machine downstairs, some still feel that have food with the activity will be important.

There was a lengthy discussion on whether there would be a two-tiered system for teachers, for lack of better terms: Experienced and Student, or Senior and Junior. Some felt that this would be overly complex. It was important to have good teachers, but specific credentials are less important. The teacher's qualifications or experience could be described along with the programming.

Membership File, Email and Social Media

We should clarify with Kara in Town Hall how we will be handling the membership file and email pushes going forward. Alli is taking the lead on this.

Software and Hardware

We received discounted copies of Adobe Suite software. This will save us significant money.

Next Meetings

The next meeting will be on October 15 at 3:00 pm at the AIC.

Adjournment

Meeting adjourned at 5:15.