



Ballston Spa Committee on the Arts
66 Front Street,
Ballston Spa, NY 12020

Ballston Spa Committee on the Arts

May 15, 2024 Working Session Agenda

Attendance/Introductions

Approval of May 1st, 2024 meeting minutes

Work in Flight

1. *Marketing/Branding*

- a. *COA Pop-Up Banner (Emily)* - working with Village/Vistaprint to establish a tax exempt account. No extension granted from the Village - may need to pull from 2023-2024 budget
- b. *Trashcan Panels*
 - i. COA design (**Emily**) - Andrew updating design to send to BSBPA
 - ii. Village banners design (**Ashley**) - Did Katie ask Nellie to create?
- c. *Village Banners (Ashley)* - Did Katie get this completed with Nellie/Silly Car? Is this coming from the 2023-2024 or 2024-2025 budget?
- d. *Content (Emily/All)*
 - a. Tag (**All**) - 'Enhancing our village through promotion of the Arts' ?
 - b. Mission Statement (**All**) - Any new suggestions/ideas?

2. *Random Acts of Poetry* - April 2024

- a. Debrief (**Cathy/Anne/Kate**): wins, improvements for 2025, new ideas?
- b. Times Union Article (**Emily/Cathy**) - emailed to get digital version
- c. Daily Dose (**Emily/Ashley**) - adding photos to album on Facebook/creating album on COA website
- d. Business participation (**Ashley**) - create a thank you card to email?
 - i. Buckets (**All**) - Collect from businesses/drop off COA business cards. Any buckets still need to be picked up/returned to Kate?
- e. Quarterly open mic? (**All**) - stand up comedy, live music, keep April annually for poetry, other ideas? Do on solstices?

3. *Movies in Wiswall Park* - June-August 2024

- a. 6/7, 7-8 PM, Secretariat (**Ashley, Pat**) - [Moveable Horse](#)
 - i. Ask BSBPA (**Ashley**): Liz Biddle liz@ballston.org & Natalia Martinez natalia@ballston.org - update?
 - ii. Project estimate (**Ashley**) - supplies needed: crayons, cardstock paper, printing, cutting out pieces, stickers, [fasteners](#) - update?
- b. 7/5, 7-8 PM, Barbie - (**Ashley** to see if she's available/idea)



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- c. 8/2, 7-8 PM, Honey I Shrunk the Kids - Tie Dye BSBPA white shirts
 - i. Ask BSBPA (**Emily**): - 5/8 confirmed movie night with Natalia
 - ii. Tie dye supplies (**Ashley**) - ordered (everything except shirts)
 - iii. Ask BSBPA (**Emily**) for white Ballston Spa tshirts
 - d. 8/3, 9-1 PM, Saturday Farmer's Market - Tie Dye BSBPA white shirts
 - i. Confirm with BSBPA (**Ashley**): farmersmarket@ballston.org - Dayanis & Darwin Bowie dayanis@ballston.org, darwin@ballston.org, Steve Miraglia steve@ballston.org
4. *SA Regrant: Everyday Sketching (Ottavia/Maria/Andrea)* - June-July 2024
- a. Per grant, must 10-20 same students for all 4 classes
 - b. 6/29, 7/6, 7/20, 12-3PM, BSPL - Community Room
 - c. 7/28, 12-3PM, Plein Air (meet outside Library)
 - d. *Obstacle*: Registration/collecting payment in advance online?
 - i. 5/2 Emily emailed Ottavia/Maria - total funding received from Saratoga Arts (\$2500) & the Village (\$1300). Waiting to hear from Ottavia on how they want to proceed due to being \$1200 short - suggested \$20 per student, per class. Ottavia is looking into setting up pre-registration/payment system, maybe with Google Forms
 - e. *Promotion*: Will Ottavia/Maria or COA make a Facebook event/ads?

Trustees to Advise (Bernadette/Ben)

- 1. Village website - update Committee Members? **Emily** emailed village 4/29
- 2. Collecting money/registration & selling tickets for classes & events
 - a. Bernadette re-started this conversation with Frank (Mayor)/Melissa (Treasurer)/Karla (Attorney) via email - **Emily** to follow up
 - b. Village Venmo?
 - c. COA Wix Website? - can sell tickets, but service fee of 2.5%
 - d. Zeffy? - looking into this as possible option
 - e. Network for Good? - this is what Brookside uses
 - f. Create 501c3 - Friends of COA?
 - i. Requires a board (not enough people for 2 boards - COA & 501c3?)
 - ii. Process to set up/how big is this effort? Consult Friends of the Library for better understanding?
- 3. By-laws - review as a committee and re-write in a working session? (**Emily**) - the last approved charge can be found here in the main body of the page:
<https://www.villageofballstonspa.org/committee-arts>



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Future Work

1. *Social Media Covers: Call for Artists* (**Emily**)
 - a. Next steps: Swap cover photo on Facebook, Contact high school art teachers and promote as resume builder
2. *Body Movement through Ballet Classes* (**Cathy**)
 - a. Next Steps: Dates for 2 classes in Kelley Park - Cathy talking to instructor - updates?
3. *SA Regrant: Sounds in Summer/ Winter 2024* (**Cathy**)
 - a. Next Steps: Dates - Cathy talking to Donna - updates?
4. *SA Regrant: Digital Village Art Map* (**Anne/Katie/Emily**)
 - a. Next Steps: Need list of places to See Art, Buy Art, Make Art, Be Art
 - b. 11/1/24 - Unveiling at November 1st Friday
5. *SA Regrant: Make & Take* (**Ottavia/Maria/Andrea**)
 - a. Per grant, 10-20 students, can be different for each class
 - b. 9/7 (alcohol ink & tile), 10/26 (collage), 11/2 (printmaking), 12-3PM, BSPL - Community Room
6. *COA Flyer* (**Emily**) - will start after tagline/mission are revised
7. *COA Social Media Calendar/ 'Art Holiday' promotions* (**Emily/Ashley**)
8. *COA Website* (**Emily**) - draft revised sitemap
9. *Rainbow Bridge at Kelley Park* (**Cathy**) - Frank Blair is seeking a willing scout
10. *Bus Shelter* - tabled until the structure is in place
11. *Mural* (**Bernadette**) - tabled for future discussion

Budget

1. 2023-2024 budget (ended 4/30/24) - All receipts submitted to the village?
2. 2024-2025 budget (5/1/24-4/30/25)
 - a. Committee to review budget ~quarterly (Aug 7, Nov 6, Feb 7)
 - b. Committee to consider budget reallocation late Sept/early Oct
 - c. Committee members to submit receipts for reimbursement within 14 days of purchase (for committee-approved purchases) to Ashley/Emily, who will handle submitting to the village/tracking against COA budget

Partner Updates

1. BSBPA
 - a. 5/20 @ 6:30 PM, Brookside Museum - next BSBPA meeting. **Emily, Pat**, possibly **Ashley** attending
2. Village Events Task Force
 - a. 8/18 - Family Fun Day - bookmark decorating next to library table?
 - b. Next Steps: Confirm with Ray/Gina (**Emily**)



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- c. Project estimate (**Ashley**): cardstock bookmarks, colored pencils, stickers
- 3. Friends of SPAC (**Emily**)
 - a. Ashley Budd: Partnerships/cross promotion
- 4. Empire State University/Arts & Humanities (**Emily**)
 - a. Nicola Marae Allain: Collaborations
- 5. LifeWorks (**Emily**)
 - a. Miguelina Sanchez (BSBPA): Vision Photography Exhibit (8/13/24)

Recruitment

- 1. Sue Valaitis (from Poetry Writing Workshop) - vavisme@hotmail.com (**Pat**)
- 2. Leslie Sittner (friend of Sue's) - lsittner@nycap.rr.com (**Pat**)
- 3. Abigail Silin (from IG message) - asilinart@gmail.com (**Emily**)
- 4. Website for requesting volunteers (**Cathy**)

Chair's Report

Public Comment

Meeting Reminders & Schedule

- 7 PM, Ballston Spa Public Library - Community Room
- 1st Wednesday of month: Formal
- 3rd Wednesday of month: Working session

2024 remaining meeting schedule:

- **NEXT MEETING - June 5**
- June 19
- July 3, 17
- August 7, 21
- September 4, 18
- October 2, 16
- November 6, 20
- December 4, 18

Adjourn

Ballston Spa Committee on the Arts - Mission

To foster and advance artistic and creative efforts in the Village's public spaces in order to enrich and enhance the quality of life in our community.