



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

Ballston Spa Committee on the Arts

August 14th, 2024 Meeting Agenda

Call to Order -

Pledge to the Flag

Attendance/Introductions -

Approval of [July 17th Meeting Minutes](#) -

Work in Flight

1. Marketing/Branding

a. Trash Can Panels

i. COA design (**Emily**)

1. FB & IG posts drafted (**Emily** gave BSBPA 1 week to update BSBPA website or will publish post as is)

ii. Village banners design trash can panels (**Ashley**) - Updates from Katie/Nellie?

b. COA Business Cards (**Emily**) - How is 6th reorder?

2. Art Activities for Village Events

a. BSBPA: Movies in Wiswall Park, Ice Cream Social, Farmers' Market, Car Show, Chocolate Fest

i. 8/2, 7-10 PM, Honey I Shrunk the Kids (**Emily/Chris/Kathleen**) - Tie-Dye

1. How did it go? **Very well, sold ~22 BSBPA shirts!**

2. Add photos to Google Drive (**Emily**) - **DONE**

3. Add photos to COA website (**Emily**) - **DONE**

ii. 8/3, 9-1 PM, Sat. Farmers' Market - (**Emily/Cathy/George/Ben**) - Tie-Dye

1. How did it go? **Canceled due to rain, reschedule for 8/17?**

Who is available to help that day?

b. Village Events Task Force: Family Fun Day - 8/18, 10 AM-4 PM

i. Who will be attending for COA? (**All**) - Kathleen, Ashley, George

Need more volunteers so only needs to be 1-2 hours per person

3. SA Regrant: Everyday Sketching: A Watercolor & Ink Class (**Ottavia/Emily**)

a. 6/29, 7/6, 7/13 - **brought new people to the Village from zip codes (12203, 13326, 12303, 12140, 12186, 12054, 12027, 12054, 12065). 3 people attended from 12020. See [event registration](#) for more insights**

b. 7/28, 10AM-1PM, Ballston Spa Plein Air Day



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- i. How did it go? **Well-attended, ~30 people from all over (Guiderland, Delmar, Albany). Talked to Ottavia about making this an annual event and she's on board!**
 - ii. Add photos to Google Drive (**Emily**) - **DONE**
 - iii. Add photos to COA website (**Emily**) - **DONE**
 - iv. Create #TBT social media posts (**Emily**) -
 - v. Post-event report for Saratoga Arts (**Ottavia**)
 1. Send press release to Ottavia (**Emily**) - **DONE**
 2. Share Cathy's email with Ottavia for help (**Emily**) - **DONE**
 3. Get Saratoga Arts report from Ottavia (**Emily**) -
4. *SA Regrant: Sounds of Summer Concert Series at Brookside Museum* (**Cathy**)
- a. 7/28, 6-7:30 PM, The Jazz Ambassadors - 100 Years of Big Band Jazz
 - i. How did it go? **Well-attended, ~55 people. Got great photos/videos from David Waite - wants to set up tripods for next concert**
 - ii. Add photos to Google Drive (**Emily**) - **DONE**
 - iii. Add photos to COA website (**Emily**) - **DONE**
 - iv. Create #TBT social media post (**Emily**) -
 - v. Get Saratoga Arts post-event report from Cathy (**Emily**)
 - b. 8/25, 6-7:30 PM (rain date 8/28):
 - i. The Jazz Ambassadors - Big Band Sounds from the 1930s to Today
 - ii. Create Facebook/Instagram event/graphic (**Ashley**):
 - iii. Add to COA website (**Ashley**):
 - iv. Press release (**Emily/Bernadette**):
 - v. Add to public calendars (**Cathy**): Daily Gazette, WHMT, Times Union, Saratogian
5. [Play Music on the Porch Day](#) (**Cathy**) (8/31/24) - international event where musicians are encouraged to go play outside. Do a call for artists on social media and create a list/map for BSpa? Promote this event through our website/social media?
- a. Create social media post/email to see who wants to participate (**Ashley**)

Trustee Liaisons to Advise (Bernadette/Ben)

1. Collecting money/registration & selling tickets for classes/events
 - a. Bernadette re-started convo with Frank (Mayor)/Melissa (Treasurer)/Karla (Attorney) via email
 - i. Village may start using [Clover](#) - if all goes well, we might be able to get access to this - (**Bernadette/Ben**) - Update?
 - ii. Village Pool payment method? - (**Bernadette/Ben**) - Update?



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- b. Village Venmo? - does this exist/is this possible
 - c. [Zeffy](#)? - looking into this as possible option
 - d. Network for Good? - this is what Brookside uses
 - e. COA Wix Website? - [service fee of 2.5%](#)
 - 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?
2. Charge/Bylaws (**Emily/Bernadette**) Do we need our own bylaws?:
- a. Review as a committee and re-write in a working session? Last approved charge can be found in the main body of the page on the Village website: <https://www.villageofballstonspa.org/committee-arts> - 6/19 Emily emailed this to group for review
 - b. Mission & Tagline (**All**) - see [working doc](#), any new suggestions/ideas?
Tabled for working session next month

Future Projects

- 1. *Body Movement through Ballet Classes* (**Cathy**) - Unable to meet with Stephen. Will try again before the 7/17 meeting, he wants to look at Kelley Park/Old Iron Spring/Wiswall park. Dates/times TBD (looking at September). Shooting for 2 -1.5 hour classes
- 2. *Village Banners - Set 2* (**COA lead TBD - George maybe?**)
 - a. Re-share post and do Call for Artists for Set 2 with theme (**TBD**)
 - i. Art teacher participation (**Mary Jo**):
 - ii. Themes: Victorian houses, Kids representation of Ballston Spa, nonprofits/volunteers (involve kids to create designs)
 - b. Source artist - \$300 payment, 11 designs - call for artists, come up with a theme as a group so artist has a starting point
 - c. [Process document](#)
- 3. *COA Social Media Covers: Call for Artists* (**Emily**)
 - a. Work with BSBPA/Dana about intro to high school art teachers. **Tabled for fall when kids go back to school**
 - b. See if any student artists in Burnt Hills are interested (**Mary Jo**)
- 4. *SA Regrant: Make & Take* (**Ottavia/Maria/Emily**)
 - a. 10/26 (collage), 11/2 (printmaking), 11/16 (alcohol ink & tile), 12-3PM, BSPL - Community Room. Registration is now open
 - b. Determine with Andrea use of Library Community Room in fall 2024 (**Emily/Ben**) - 8/6 confirmed that we need to find a new location for Make & Take classes, as well as our meetings after 8/1. Ben working on



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seeing if Cornell Cooperative Extension might be an option and bringing up issue of meeting space at the next board meeting

5. *SA Regrant: Sounds in Winter Concerts at Brookside Museum (Cathy)* - waiting for Brookside to confirm dates before Cathy identifies groups
 - a. 11/16, 6 PM
 - i. Group name/info?
 - b. 1/4 or 1/18, 6 PM
 - i. Group name/info?
 - c. 2/8, 6 PM
 - i. Group name/info?
6. *SA Regrant: Digital Village Art Map (Emily/Ashley)*
 - a. Next Steps - need list of places to See Art, Be Art, Buy Art, Make Art
 - i. **ALL:** Start taking pictures and notes as you walk through town so we can have a starting place when we are ready to begin project
 - b. Unveiling - 11/1 for First Friday (BSBPA on board)
7. *COA Social Media Calendar/ 'Art Holiday' promotions (Emily/Ashley)*
8. *COA Website (Emily)* - draft revised site map
9. *COA Flyer (Emily)* - will begin once tagline/mission statement are completed
10. *COA Quarterly Open Mic (All)* - stand up comedy, live music, keep April for poetry? Do others on solstices? Late September/early October for next event
11. *Rainbow Bridge at Kelley Park (Cathy)* - Frank Blair seeking willing scout
12. *Bus Shelter* - tabled until structure is in place
13. *Mural (Bernadette)* - tabled for future discussion
14. *Chalk Walk (TBD)*

Budget

1. [2024-2025 budget](#) (5/1/24-4/30/25)
 - a. Committee to review budget ~quarterly (**Aug 14**, Nov 6, Feb 7), consider reallocation late Sept/early Oct
 - b. Submit receipts for reimbursement within 14 days of purchase to Ashley/Emily, who will submit to Village/track against COA budget
2. [Project Estimate Template](#) - on COA Drive
3. VistaPrint (**Emily**) - tax exempt account established through 5/9/25
4. Amazon (**Ashley**) - looking into establishing tax exempt account
 - a. Order weight bags for banner? Cinder blocks too heavy/scratch

Partner Updates

1. BSBPA (Dana Wormer)
 - a. 8/19, 6:30 PM, Brookside Museum - next meeting (**George, Emily**)



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- i. 8/13 (**Emily**) - email Dana COA items and cc COA members attending meeting
- b. Farmers' Market - selling Student Art/Pop-up artists (**Cathy**)
 - i. Cathy to start the conversation with the Farmers' Market committee: Dayanis & Darvin Bowie, Steve Miraglia
farmersmarket@ballston.org
 - ii. Details from Bradenton, FL Farmers' Market Youth Booth
 1. High school students - painters, live portraits of dogs, spray paint artist, jewelry maker, ornaments, woodworker
 2. Farmers' Market
 - a. Posted on their social media site to spread the word for kids to apply. After first 6 weeks, it took off
 - b. Provides table, tent, chairs for student artists
 - c. Puts student artist picture and blurb (written by student) on market social media to help promote
 - d. Other vendors give student artists pointers/mentor
 3. They sent Cathy rules/regulations, vendor code of conduct, waiver, release for liability that they use
 4. How to collect tax/payment? Need to look into NYS tax laws/how to best execute this
2. Village Events Task Force (Ray Otten & Gina Marozzi)
3. LifeWorks Community Action (Miguelina Sanchez - also on BSBPA board)
 - a. 8/13 - Vision Latino Artist Reception & Festival (**Emily**) - Emily, Kathleen, Pat to volunteer
4. Friends of SPAC (Ashley Budd & Katie Caporta) - partnerships/cross promotion
5. Saratoga Arts (Spencer Sherry) - cross promotion
6. Pitney Meadows Community Farm (Cass Skarka) - cross promotion
7. Empire State University/Arts & Humanities (Nicola Marae Allain) - collaborations

Recruitment

1. Website for requesting volunteers - VolunteerMatch (**Cathy**) - set up?
2. Kathleen Gillick - leatherperfect@gmail.com - (925) 299-1707
3. Mary Jo Bradley - mj@maryjobradley.com - (845) 264-4281
4. Sue Valaitis (from Poetry Writing Workshop) - vavisme@hotmail.com (**Pat**)
5. Leslie Sittner (friend of Sue's) - lsittner@nycap.rr.com (**Emily**) - Emily emailed several times to invite to meetings, no response
6. Abigail Silin (from IG message) - asilinart@gmail.com (**Emily**)



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Chair's Report

- Planters (**George**) - COA (COA), Queen of Hearts (COA), Cats (BACC)
 - COA & Queen of Hearts - (**George**) put at O'Brien's and Wiswall Park
 - Cats/BACC planter - (**Ashley**) BACC said it could be donated. Put out?
 - Flowers/Soil (**Mary Jo**) - asking flower shop to see if they'll donate

Public Comment

Meeting Reminders & Schedule

- 7 PM, Ballston Spa Public Library - Community Room
- 1st Wed of Month: Formal, 3rd Wed of Month: Working Session

2024 remaining meeting schedule:

- **NEXT MEETING - August 21st**
- 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.

UPCOMING EVENTS/IMPORTANT DATES!

- **Tuesday, 8/13, 3-8 PM, Festival Vision, Congress Park:** Emily, Kathleen, Pat
- **Sat. Farmers' Market, 8/17, 9-1 PM, Wiswall Park:** COA/BSBPA - Tie Dye
- **Family Fun Day 8/18, 10 AM-4 PM:** COA/Village Events Task Force - bookmark decorating. Kathleen, Ashley, George
- **BSBPA Board Meeting 8/19, 6:30 PM, Brookside Museum:** Emily & George
- **Sounds of Summer Concert Sunday, 8/25, 6-7:30 PM, Brookside Museum:** The Jazz Ambassadors - Big Band Sounds from the 1930s to Today. Cathy
- **SA Regrant: Make & Take, Saturday, 12-3PM, Location TBD** (Ottavia, Maria)
 - 10/26 (collage)
 - 11/2 (printmaking)
 - 11/16 (alcohol ink & tile)