



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

Ballston Spa Committee on the Arts

September 18, 2024 Meeting Agenda

Call to Order -

Pledge to the Flag

Attendance/Introductions -

Approval of August 21 Meeting Minutes, September 4 Meeting Minutes

Work in Flight

1. *Marketing/Branding*
 - a. *Trash Can Panels*
 - i. Village banners design trashcan panels (**Ashley**) -
 - b. *COA Business Cards* (**Emily**) -
2. *Art Activities for Village Events*
 - a. *BSBPA: Movies in Wiswall Park (June-Aug), Farmers' Market (June-Oct), Ice Cream Social (Aug), Car Show (Oct), Holiday Parade (Dec), Chocolate Fest (Feb)*
 - i. 10/13, 9-4 PM, The Way We Were Car Show (**All**) - ideas? Update from Chris/Library for ideas from the Teen Advisory Committee
 - ii. 11/25, Small Business Saturday (**All**) - Social media post and page on COA website about businesses selling art? Should be easy to do once list is compiled for digital art map
 - iii. 12/6, Holiday Parade (**All**) - ideas?
 - iv. 2/7, Chocolate Fest (**All**) - ideas?
3. *SA Regrant: Make & Take* (**Ottavia/Maria/Emily**)
 - a. 10/26 (collage), 11/2 (printmaking), 11/9 (alcohol ink & tile), 12-3PM, Brookside Museum - Long Room. Registration now open:
<https://forms.gle/en8cAoyRCUyv6oox8>
 - b. Press Release (**Emily/Bernadette**) - DONE, to go out by 10/4
 - c. Add to online calendars (**Cathy**) - will do by end of September
 - d. Print flyers and bring to COA meeting (**Cathy**) - Cathy to print and bring flyers to 9/18 meeting
 - e. Distribute/post flyers around the Village (**Pat, Kat George**) - Pat, Kat, and George volunteered to distribute. Contact student volunteer for help?
4. *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)



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5. *SA Regrant: Sounds in Winter Concerts at Brookside Museum (Cathy)*
 - a. Cathy will request Brookside's online registration be set up now for the 11/16 and 2/8 concerts, and links shared with us
 - b. 11/16, 6 PM
 - i. String WYNDE - Flute & Celtic Harp Duet - Cathy to send a blurb about musicians so we can create social media event/posts
 - c. 1/18, 6 PM
 - i. Group name/info?
 - d. 2/8, 6 PM
 - i. Michael Emery and Friends - Cathy to send a blurb about musicians so we can create social media event/posts
 - ii. Post-event report for Saratoga Arts **(Cathy)** -
 - iii. Press Release **(Emily/Bernadette)** -
 - iv. Add to online calendars **(Cathy)** -
6. *COA Quarterly Open Mic (COA Lead TBD)* - tabled for January
 - a. Stand up comedy or live music?
7. Planters **(George)** - COA (COA), Queen of Hearts (COA), Cats (BACC)
 - a. COA & Queen of Hearts - at O'Brien's & Wiswall Park
 - b. Cats/BACC - across from Sage Wine & Spirits

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 is using [Clover](#) for the pool and it is going well - can we get access to this yet? **(Bernadette)**
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)* - Stephen wants to look at Kelley Park/Old Iron Spring/Wiswall park. Dates/times TBD (looking at September). Shooting for 2 -1.5 hour classes. Cathy to try Stephen 1 more time, ask him to recommend someone if he can't do it



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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 for designs), “Did you know”
 - 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. *Random Acts of Poetry* (**Cathy/Anne/Kate**) - April 2025
 - a. Sub-committee getting together soon to start brainstorming - let full committee know when meetings are in case others want to participate
 - b. Haiku in the streets with chalk from Corina/Heather?
 - c. Establish a poet laureate in Ballston Spa? Ask Joe to pick someone
 - d. Poem in your pocket - make for a shorter period of time?
 - e. Stephen Guilfoye - open mic poetry
 - f. Partner with local girl scout or boy scout troop - have kids to door-to-door to spread the love of poetry in April
 - g. National Poem in your Pocket - April 18 - do something special this date
4. *COA Social Media Covers: Call for Artists* (**Emily/Mary Jo**)
 - a. Work with BSBPA/Dana about intro to high school art teachers. Dana sent intro email 9/4, Emily to follow up
 - b. See if any student artists in Burnt Hills are interested (**Mary Jo**)
5. *COA Social Media Calendar/ ‘Art Holiday’ promotions* (**Emily/Ashley**)
6. *COA Flyer* (**Emily**) - will begin once tagline/mission statement are completed
7. *COA Website* (**Emily**) - draft revised site map
8. *Rainbow Bridge at Kelley Park* (**Cathy**) - Frank Blair seeking willing scout
9. *Bus Shelter* - tabled until structure is in place
10. *Mural* (**Bernadette**) - tabled for future discussion
11. *Chalk Walk/Chalk Art* (**TBD/Ben**) - Corina Oberai and Heather Longacker did a very successful chalk art event a few years ago. Wasn't a competition, but was art in front of many businesses. They have the details. They also have a lot of leftover chalk. They'd be happy to talk with you about it. Email: Corina.Oberai@gmail.com and Heather is at 518-817-5524
12. *Stained glass church walking tour day* - work with Erik Simon, Emily to apply for SA Grant?



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Budget

1. [2024-2025 budget](#) (5/1/24-4/30/25)
 - a. Committee to review budget ~quarterly (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
 - i. toner/paper (for Cathy to print event flyers)
 - ii. weighted sandbags for banner (when used outdoors)
 - iii. zip ties for banner (when used outdoors to tie to canopy)
 - iv. canopy & canopy weights (outdoor events)
5. 2025 Saratoga Arts Regrant
 - a. Applications open 9/16, deadline 11/22
 - b. Call for artists? How do we want to handle this?

Partner Updates

1. BSBPA (Dana Wormer)
 - a. 9/16, 6:30 PM, Brookside Museum - next meeting (**Emily, Chris, Pat, George**)
 - i. 9/10 (**Emily**) - email Dana COA items and cc COA members attending meeting
 - b. Farmers' Market - selling Student Art/Pop-up artists (**Cathy**)
2. Village Events Task Force (Ray Otten & Gina Marozzi) - Family Fun Day (August)
 - a. Art show/craft festival in Ballston Spa? If we secure Wiswall Park and do publicity, can you supply us with vendors? Saratoga Art in the Park & Beekman St Craft Fair - ask Village Events Task Force to see if they will partner with us? George knows someone who does the Beekman St Art Fair and will inquire. Maybe in June? Art, sculpture, fiber arts
3. LifeWorks Community Action (Miguelina Sanchez - also on BSBPA board)
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



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Recruitment

1. Website for requesting volunteers - VolunteerMatch (**Cathy/Emily**) - set up?
8/27 Emily emailed Jenn to see if she can create bspaarts@ballstonspa.gov
2. Kathleen Gillick - leatherperfect@gmail.com - (925) 299-1707
3. Mary Jo Bradley - mj@maryjobradley.com - (845) 264-4281
4. Student volunteer -
5. Sue Valaitis (from Poetry Writing Workshop) - vavisme@hotmail.com (**Cathy**) -
Cathy to contact to see if they want to be involved with poetry month
sub-committee?
6. Leslie Sittner (friend of Sue's) - lsittner@nycap.rr.com (**Cathy**) - Cathy to
contact to see if they want to be involved with poetry month sub-committee?
7. Abigail Silin (from IG message) - asilinart@gmail.com (**Emily**)

Chair's Report

Public Comment

Meeting Reminders & Schedule

- 7 PM, NEW PERMANENT LOCATION TBD - Emily to circle back with Mayor Rossi on securing new meeting space
- 1st Wed of Month: Formal, 3rd Wed of Month: Working Session

2024 remaining meeting schedule:

- **NEXT MEETING - October 2, The Real McCoy**
- October 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.



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UPCOMING EVENTS/IMPORTANT DATES!

- **SA Regrant: Make & Take, Saturdays, 12-3PM, Brookside Museum** (Ottavia, Maria)
 - 10/26 Create with Collage:
<https://www.facebook.com/share/pKSJCLQMiV4Kh5bM/>
 - 11/2 Printmaking Cards:
<https://www.facebook.com/share/14nKtCfggjPkaJyq/>
 - 11/9 Alcohol Ink Tiles:
<https://www.facebook.com/share/MUobsWmYYHico2ue/>
 - *Note, the Make & Take classes are FREE to the public with all supplies provided, however pre-registration is required and space is limited - sign up now to secure your spot: <https://forms.gle/en8cAoyRCUyv6oox8>*