

Ballston Spa Committee on the Arts

April 2, 2025 Meeting Agenda

Call to Order -

Pledge to the Flag

Attendance/Introductions -

Approval of Meeting Minutes - [3/19/25](#)

Work in Flight

1. *Random Acts of Poetry* (**Cathy/Anne/Kate**) - **April 2025**

- a. Website (**Ashley**) - Update on website?
- b. Haiku Lawn Signs - Milton/Front St. Tree Boxes & Low St near library
 - i. 30 signs, \$420 for printing, Village approved Plan B - tree boxes along Milton & Front St (have map of boxes from Parks & Tree board). **Cathy** contacted Jenn 3/20, confirmed we're doing Plan B.
 - ii. Lawn Sign Distribution (**Cathy**) - who's helping put the lawn signs up around the Village? Make a list of which lawn signs are where - maybe we can also take pics and tag them on social media?
 - iii. Social Media Haiku a Day (**Ashley**): Put up 1 haiku a day in April - see [Submitted Poems Google Sheet](#) for list and Canva for template
 - iv. 4/10-4/12 (**Cathy**) - Contact newspapers/radio to come see Haiku signs. Hoping for an article or tv spot to drive people to Ballston Spa businesses. **Cathy** to let Dana (dana@ballston.org) know
 - v. 4/30 - Wrap up event? Invite people together and give them their haiku lawn sign? Collection of haiku lawn signs?
- c. Business Cinquains (**Cathy/Kate/Emily**)
 - i. Format business cinquains into template in Canva (**Emily**) - 3/28 did 31 poems, 4/1 did 4 more, waiting on remaining 2
 - ii. Printing & Distribution (**Cathy**) - who is helping with this?
- d. Outreach/Promotion (**ALL**):
 - i. Press Release - 3/24 **Bernadette** distributed press release
 - ii. Events Flyer - Hand out to businesses to put in windows - Update?
 1. **Emily**: provided to school English/Art departments, 3/28 sent to Dana for Front St Bulletin Board
 2. **George**: Boho Chic, Real McCoy, Henry's, Speckled Pig, Brickyard, Library, Front Street Deli
 3. **Pat**: ReShop, Mia's, Amazing Finds, O'Briens, Front Street Home, Miss Priss, Sage
 4. **Chris**: Swedish Chef, Play Hollow, Stewarts, Pizza Works
 5. **Cathy**: Add events to online calendars
- e. 4/9, 6 PM, The Real McCoy Ballston Spa, Poetry Open Mic Night
 - i. Facebook: <https://www.facebook.com/share/1KkKKynWPc/>
 - ii. Instagram: <https://www.instagram.com/p/DHHVfN0Jahx/>

- iii. Sergios providing The Real McCoy with 6 free pizzas. Free slice pizza with drink purchase - Mike handling
- iv. Cathy to bring music stand, copies of flyer & sign up sheet, George to bring pop-up banner?
- v. George to ask Joe Shaver/Dana about audio equipment - update?
- f. 4/12, 9 AM, Brookside Museum, Poetry Writing Workshop (20 ppl max)
 - i. Facebook: <https://www.facebook.com/share/19AW4R1NVW/>
 - ii. Instagram: <https://www.instagram.com/p/DHHYOgaJxUX/>
 - iii. Pre-registration (SCHC): <https://brooksidemuseum.networkforgood.com/events/83039-ran-dom-acts-of-poetry-writing-workshop>
 - iv. Boosted post (**Ashley**): Registration low (14 tickets left as of 4/2), going to do a boosted post Friday
- g. 4/10, National Poem in Your Pocket Day - Going to put leftover scrolls out that day at liquor stores/Nightworks with sign "in case you missed it from 2024" - who is going to deliver these to stores?
- h. 4/26, 7 PM, Brookside Museum, Poetry Performance Reading
 - i. Facebook: <https://www.facebook.com/share/17yufnrBxw/>
 - ii. Instagram: https://www.instagram.com/p/DHHZn_SJifN/
 - iii. Pre-registration (SCHC): <https://brooksidemuseum.networkforgood.com/events/83040-ran-dom-acts-of-poetry-performance-reading>
 - iv. Boosted post (**Ashley**): Registration low (45 tickets left as of 4/2), going to do a boosted post Friday
 - v. Swedish Chef providing cookies
- 2. *Art Activities for Village Events*
 - a. 3/21, 6-9 PM, Open Mic Music Night #2, *The Real McCoy* - how did it go?
 - b. 5/9, 6-9 PM, Open Mic Music Night #3, *The Real McCoy* (**George**)
 - i. Facebook event (**Emily**): Coming soon
 - ii. Instagram post (**Emily**): Coming soon
 - iii. Equipment (**George**): George to secure with Joe Shaver
 - iv. Sign up sheet (**Emily**): Coming soon
 - v. Outreach to past attendees (**George**):
- 3. *SA Regrant: Digital Village Art Map* (**Emily**) - **IN PROGRESS**
 - a. Places to Browse Art, Be Art, Buy Art, Build Art, Book Art
 - b. Need to source a photographer ASAP - call for artist on social media?
 - c. Leave behind - have Andrew design with QR code
 - d. 3/13 emailed Spencer at Saratoga Arts, 3/20 heard back and OK with further extension
 - e. Budget: \$350 from Village to be used by 5/31, \$2500 Saratoga Arts
- 4. 4/27, 2 PM, Brookside Museum, The Cello Experience w/ Demetria Koninis (20 ppl max)
 - a. Facebook: <https://www.facebook.com/share/18pAPXHFRT/>

- b. Instagram: <https://www.instagram.com/p/DHEk4VkJa9G/>
- c. Pre-registration link (SCHC):
<https://brooksidemuseum.networkforgood.com/events/84384-the-cello-experience-sound-bath>
- d. As of 4/1, class is FULL!
- 5. *Village Banners - Set 2 (Cathy)*
 - 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](#)
 - d. DPW@ballstonspa.gov DPW has both sets - 2007 set needs to be cleaned. Saratoga Flag has artwork for old 2007 set. \$1365 SillyCar Printing (22 banners - 11 designs). \$300 arts design. Ensure printer adds grommets
- 6. *Marketing/Branding*
 - a. *Trash Can Panels*/banner designs (**Emily**). Sent PDF to BSBPA 2/25
 - b. *COA Business Cards (Emily)* - no updates, still not correct
- 7. *Painted Planters (George)* - COA (COA), Queen of Hearts (COA), Cats (BACC)
 - a. Put these out now? Do we need budget for flowers? Watering schedule?
 - b. All are collected except for Lifeworks - George/Wendy

Future Projects

- 1. *Play Music on the Porch Day* - 8/30/25
- 2. *COA Social Media Covers: Call for Artists (Emily/Mary Jo)*
 - a. Emailed 9/18 - Andrea Tabor (BSHS graphic design teacher)
 - b. See if any student artists in Burnt Hills are interested (**Mary Jo**)
- 3. *COA Social Media Calendar/ ‘Art Holiday’ promotions (Emily/Ashley)*
- 4. *COA Flyer (Emily)* - will begin once tagline/mission statement are completed
- 5. *COA Website (Emily)* - draft revised site map
- 6. *Rainbow Bridge at Kelley Park (Cathy/Bernadette)* - Frank Blair seeking willing scout. Pet memorial? Parks & Tree Board chair Caitlin Parwana/caitlinparwana@gmail.com. Board weighs in on parl installations. Cathy to contact Caitlin. Update?
- 7. *Bus Shelter* - tabled until structure is in place
- 8. *Mural (Bernadette/Emily)* - tabled for future discussion.
 - a. 11/4 Emily contacted artist that [Muttering Mouse] message COA about [Maxim - Muralist/Contemporary artist] interested in applying for a 2026 Saratoga Arts grant to do a public outdoor mural in Ballston Spa. This year, artist is applying with Ballston Community Library
 - b. Coca Cola Mural (**Cathy**) - grant program for restoring their murals.
https://coca-cola.smartsimple.com/s_Login.jsp

9. *Chalk Walk/Chalk Art (TBD)* - Corina donated chalk
10. *Architecture map of Ballston Spa (Cathy)*
 - a. John Cromie, Cathy to talk to him about applying for SA Grant for photos to turn it into a digital walking tour. Cathy to scope project. Do we need to get permission to take pictures of people's houses? John has all info but doesn't have pictures. Cathy sent Emily John's paper.
 - b. Apply for 2027 SA Grant?

Budget

1. [2024-2025 budget \(6/1/24-5/31/25\)](#) - 5/19, last meeting of this budget year
 - a. Committee to review budget ~quarterly, consider reallocation
 - b. Submit receipts for reimbursement within 14 days of purchase to Ashley/Emily, who will submit to Village/track against COA budget. If submitting directly to the Village, send to Deputy Treasurer & Treasurer, cc Ben, Emily, Ashley and inquire date the item will be on the agenda. Meetings held 2nd & 4th Mondays of the month.
 - c. Domain renewals (**Ashley**) - see emails from Jenn 10/22 & Katie 11/7
2. 2025-2026 Budget (**6/1/25-5/31/26**) - [resubmitted to Village 4/1/25](#)
3. [Project Estimate Template](#) - on COA Drive
4. VistaPrint (**Emily**) - tax exempt account established through **5/9/25**
5. Amazon (**Ashley**) - looking into establishing tax exempt account
 - a. Order
 - i. toner/paper (for Cathy to print event flyers)
 - ii. canopy & table (outdoor events)
 - iii. acrylic sign holder for events
6. [2025 Saratoga Arts Regrant](#)
 - i. 2025 Sounds of Summer/Sounds in Winter (Cathy) - **FUNDED**
 - ii. Summer Sketch & Print Class: A Nature Inspired Creative Journey (Ottavia & Maria) - **FUNDED**
 - iii. Ballston Spa Historic Churches Stained Glass Windows Walking Tour (Emily) - **NOT FUNDED, feedback requested from Spencer**
 - iv. Front Street Art Fair (George) - **NOT FUNDED, request feedback**
 1. Wiswall Park-COA to do publicity, Beekman St to help supply art vendors. Saratoga Art in the Park, Beekman St Art Fair, Brookside Artisan Market, LARAC
 2. Beekman Street Art Fair is 6/1/25
 - v. Therapeutic Cello Sound Experience (Demetria) - **NOT FUNDED**

Trustee Liaisons to Advise (Bernadette/Ben)

1. Collecting money/registration & selling tickets for classes/events (**Emily**)
 - a. Emily responded to Jenn's 3/18 email. Frank said Clover doesn't make sense for COA, offered Square. Need to look into online payment system
 - b. Spa Art & Music (George's non-profit) - create a Friends of?

2. Charge/Bylaws (**Emily/Bernadette**)
 - a. Review as a committee/re-write in a working session? Last approved charge on the [Village website](#) - 6/19/24 Emily emailed group for review
 - b. Mission & Tagline (**All**) - see [working doc](#), any new suggestions/ideas?

Partner Updates

1. BSCSD
 - 2/24, 2:30 PM, BSHS Art & ELA Department meetings - Emily & Kate. Emily developed Student Interest Survey, sent to Kathryn McTiernan, Assistant Principal 3/4. Completed surveys being mailed to Emily
2. BSBPA (Dana Wormer) - meetings held 3rd Monday of the month
 - Farmers' Market - selling Student Art/Pop-up artists (**Cathy**). Tabled - issue is finding the kids/getting the schools to work with us
 - 4/21, 6:30 PM, Brookside Museum - would anyone like to attend?
3. Village Events Task Force (Ray Otten/Gina Marozzi) - Family Fun Day (August)
4. Sergio's Pizza (Kristen Piotrowski) - offered sponsorship/donation
5. CMYK Art Studio (Emily) - contact to see if they want to collab with BSCOA
6. LifeWorks Community Action (Miguelina Sanchez - also on BSBPA board)
7. Friends of SPAC (Katie Caporta/Emily Bartell) - partnerships/cross promotion
8. Saratoga Arts (Spencer Sherry) - cross promotion
9. Pitney Meadows Community Farm (Cass Skarka) - cross promotion
10. Empire State University/Arts & Humanities (Nicola Marae Allain) - collabs

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
 - a. Have Andrew design ad for volunteer recruitment and do a boosted post?
2. Kathleen Gillick (**Pat**) - leatherperfect@gmail.com - (925) 299-1707
3. Mary Jo Bradley (**Emily**) - mj@maryjobradley.com - (845) 264-4281
4. Maggie Rees (**Emily**) - 8th grade student volunteer, mother Christina Rees 518-796-8253 (came from Liz Biddle)
5. Danny Kahn - dannyfromqueens@gmail.com, 347-490-4262
6. Abigail Silin (**Emily**) (from IG message) - asilinart@gmail.com

Chair's Report

Public Comment

Meeting Reminders & Schedule

- 7 PM, Brookside Museum through 4/16. Beth Silvestri is SCHC contact if meeting date needs to be changed/cancelled bsilvestri@brooksidemuseum.org
- 1st Wed of Month: Formal, 3rd Wed of Month: Working Session

2025 remaining meeting schedule:

- **NEXT MEETING - April 16, 7 PM, Brookside Museum**
- May 7 & 21
- June 4 & 18
- July 2 & 16
- August 6 & 20
- September 3 & 17
- October 1 & 15
- November 5 & 19
- December 3 & 17

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!

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