

Art Committee Meeting
Monday, April 17, 2023 6:00pm
Town of Jupiter Community Center
200 Military Trail, Jupiter, FL 33458

I CALL TO ORDER: 6:04PM

II ATTENDANCE AND DETERMINATION OF A QUORUM:

Ms. Brenda Nickolaus
Mr. Marc Blatchley
Ms. Elizabeth Dashiell
Ms. Dorothy Katz
Ms. Robin Neary Estremera-Fitzgerald
Ms. Penny Payne, Vice Chair
Ms. Rose Shaw
Ms. Satu Oksanen - Liaison

Guest: **Councilor Malise Sundstrom**

III APPROVAL OF MINUTES:

a. February 13, 2023 Minutes: Minutes were passed around and needed some minor changes in the header (typos). Robin wrote in changes and Dorothy made a motion to approve MINUTES, Rose seconded. MINUTES APPROVED.

IV REPORTS:

a. Financial - Satu Oksanen attached a G/L Detail to agendas to peruse.

b. Advertising/Marketing - Brenda put advertising for show out on **Friends of the Town of Jupiter Gallery of Art - Facebook** <https://www.facebook.com/townofjupitergalleryofart> (Marc said he was not able to do the advertising he wanted to do because there was no budget approved for this event at the last meeting. There was some confusion as to the amount we were allowing for advertising in our budget. Nothing was approved ahead of time. Elizabeth said Florida Weekly picked us up, though, (for the Gallery Opening Event) as well as North Palm Beach Living having done a write-up. (Satu would like Elizabeth to send copies of those to her to share with the Town Council and for the Town Website.) There was also a little blurb that went out from the Town about the opening put in at the last minute and mis-labeling it. We all agreed that the advertising needs to be stepped up and that the Town Council could help in this effort.

c. **NPBCA** - Dorothy Katz said there was a meeting last Friday (4/14/23) and Elizabeth (who is herself a “marketing dynamo” according to the group with credentials from the likes of the Kravis Center to name an example) was on the panel-invited to speak about “Promoting the Arts”, Marketing and Public Relations. Elizabeth said there was a combination of 120 years of experience on that panel (including her 20 plus years) and it was a lively discussion. Elizabeth promoted OUR event while she was at it. Busch Wildlife Center contributed as well as others. A Q&A ensued. And this was a successful event according to Dorothy.

V **OLD BUSINESS:** a. Opening 4/14/23: “Awe inspiring Art and Authors” was extremely well attended with lots of positive feedback. Rose shared a “feedback board” with positive responses...a fun touch to the event. Discussion around food and wine - a question as to whether or not we should be serving wine at our openings. Arguments on both sides of issue. (No changes to our policy of serving wine at our event, but requires more discussion at a later date.) Penny did a good job choosing food from Publix for this event. She made a suggestion to have a notebook put together listing “How we do things” (like what kind of food we generally order, how do we estimate the number of people who may attend, what do we do about decorations, etc.) A guide book for future Committee members to make it easier to get what’s needed and stay within a budget.

The added “Authors” portion was extremely successful and the artists who contributed their art were able to give written literary “inspirations” accompanying their artwork. There was also a contingent of kids from an Independence Middle school class where a teacher had the kids write and illustrate books that were submitted for the show.

Overall, this event was well attended and the authors got to talk about their respective books with Elizabeth guiding that portion of the event. The work involved for this particular event required many more hours of preparation and work on Elizabeth’s part which brought up the conversation about Elizabeth using her own supplies (labels, printing materials, etc.) for the last couple of years. Elizabeth asked in the form of making a motion to be able to receive some reimbursement or compensation for purchasing labels and paper. Discussion around how much brought us to Penny making a motion to reimburse her for up to \$150.00. Robin seconded, all approved.

Rose brought up how artists can sell their art directly from the show...put an email on labels? Someone suggested putting a sign on the case with Satu’s contact info and that was nixed. The thought was to add artists’ emails or websites to the labels. Speaking of more work for Elizabeth, there was discussion around how many more hours of work THIS show required and about Elizabeth has been

shouldering that work. Elizabeth has already been approved for \$500 per show, but all agreed more was warranted for this event...so Penny made a motion to increase the amount to \$750.00 (in lieu of \$500) for this show as an exception. Marc seconded...all were in favor...Passed.

b. New Member Approval: The New Member Approval by the Town Council was scheduled for tomorrow, 4/18/23. Brenda will call and follow up with that.

VI NEW BUSINESS: **a. Artist Application form revisions:** Rose made some revisions for us to peruse on the Artist Application Forms due to the lack of specificity on HANGING INSTRUCTIONS for the Gallery Shows. (Suggestions for returning artists to submit work that has “not been shown recently in the Gallery” as worded by Rose was also mentioned and discussed.) There was much agreement that there should be revisions, but no decisions made on expressively WHAT the wording will be. This all came up because at Drop Off, people were submitting artwork that was either not able to be hung, or had insufficient hooks (ie sawtooth picture hangers) that don’t work with our hanging rods in a secure way. We had to send people back to attach proper wires that would work...and sometimes call them to come and fix.

b. (Not on Agenda): Elizabeth thought of a title for our new Fall show (October 6th)...”Fall in love with Jupiter” and Marc revised it with “Fall for Jupiter”. Elizabeth made a motion to adopt “**Fall for Jupiter**” as our theme for Fall Gallery Show, Robin Seconded, all in favor...APPROVED!

VII: HARBOURSIDE: No change or discussion. Artists currently in ALL cases.

VIII: REMARKS and RECOMMENDATIONS: Special Guest - Councilor Malise Sundstrom was here!

- First issue discussed was trying to put together something for “announcements” of events and getting the word out on our Committee. We feel there’s not much out there on what we do, when our events take place and basically, that we exist! This is not for lack of trying...Elizabeth did a Media Advisory, but needed clarity on the guidelines from Satu. There is a form we have to follow in order to do **email BLASTs** to get the word out. Basically, we need clarity on what CAN and CANNOT be done with wording and graphics.

We had coverage in the **TOWN TIMES** (that comes with residents’ water bills) and THAT gets out to a lot of people. We have great ideas that we’re trying to get out to 60,000 residents and it’s difficult when we’re not listed in the Town’s Event Calendar and it’s hard to find us on the website.

- Councilman Malise is in the process of creating “**Minute w/Malise**” hoping to connect more with people. They also have the Coffee with Councilmen events for the public as well. She said that each Council member gets a “Weekly Report” from the Town Manager that they ALL read. Her suggestion was to find a way to get our ideas, suggestions, and recommendations submitted (through Satu and Councilman Cameron May) to our Town Manager to be included (once a month) in that **Weekly Report** they receive in lieu of sending the MINUTES or a LIST via email. She said they get TONS of emails and can’t keep up with ALL of them, but they DO read that report and get reminded of things ahead of their meetings.
- Art in Public Places **Utility Box Proposal** (using our own budget) is already in presentation form and could be considered as a first, simple project to suggest going forward. They have already been interested in the idea, but they need to bring it to the Council for discussion.
- A **Re-Cap of events** could also be included in our notes. Maybe a sheet of “REMARKS and RECOMMENDATIONS” could be given to Councilman May to present to the other Council Members.
- Naming of Buildings: Do we as an Advisory entity want to discuss a **Historical Perspective** for the Police Station, the Gallery Showings, the new Community Center, naming of buildings, etc.?
- Discussions for upcoming meetings in the Fall should include how to communicate better with the Town and enacting some of the ideas discussed here tonight. Putting together Videos and Social Media devices for the Town showing who we are and what we’re about, getting our ideas in front of them and getting us and other Advisory Committees to work together towards .beautifying Jupiter and ensuring we’re well represented as a wonderful Town and Art Community. Need to spread the word.

IX: DATE AND TIME FOR NEXT MEETING: Next Meeting, May 15th, 2023 at 6:00pm

X. MEETING ADJOURNED: Robin made a motion to adjourn, Penny seconded, Meeting adjourned @ 8:05 pm