



CONNECTING THE ARTS WITH THE COMMUNITY

Tuesday, June 9, 2015 8:30 AM

Norwalk City Hall, 125 East Ave. Room 101

MINUTES

Meeting called to order 8:38 AM

Present: Becki Christopherson, Chris Bradley, Lynn Massey, Susan Wallerstein, Diane Jellerette, Kathy Hebert, Julyen Norman

Absent: Sophia Gevas, Tony Velez, Nori Grudin, Jeff Price

Guests: Steven Rust, Melissa Slattery

Business

1. Reviewed minutes from March, April & May meetings
2. Reviewed financial reports (operating, capital, NEA)
3. Chair's report
 - SoNo Art Walk with students from 20 West was May 30, included public art and WPA murals; NEA funded WPA docent led tours have touched over 500 people with over 300 volunteer hours.
 - Norwalk Public Schools Art Show, 3 NPS graduates who pursued careers in the arts and retired art curated.
 - Facilitated a meeting with Steve Rust, Bill Collins, Susan Sweitzer, Liz Stocker, Andrew Nagel from Jaffe-Holden to brainstorm SoNo ideas including projection on 50 Washington;
 - CT Open House day, Saturday, June 13 from 10am to 12pm - video premiere of *Faces & Families of WPA Murals*.
 - Susan went to the NSO.
 - 3rd grade curriculum project - "add-on" to the Little Schoolhouse hosted by the Norwalk Historical Society that is teaching and learning about 6 of the murals who have direct connection to the curriculum (Great Depression). Contains inter-disciplinary arts project ideas.
 - NAC invited to offer student docent program through NEA grant for Norwalk High Freshman Academy.
 - Public Art Policy Meeting - Thursday, June 25, 10am, Room 231 - mayor and department heads from Redevelopment, Parks & Rec, Public Library, Public Works, Tom Hamilton, Risk Management, Alan Lo: to introduce the policy, review/edit, share as appropriate.
 - New WPA brochures are out for distribution. Graphic design and printing were donated from Tauck Tours.
 - New Traffic Graphic - students at 20 West doing one reflecting students faces and families by Walgreens.
 - August meeting – consensus of those present not to meet in August.

Updates

1. Mayor's Gallery Update – Subcommittee selected Melissa to be the curator of the gallery after public invitation to those who might be interested. Melissa Slattery updated on plans. First show is about student/public school award winners of the Norwalk Art Show. Taking pictures of the student and their teacher and the story of the creation of their artwork. The show will be up in the fall for three months

2. Digital Media + Inventory and Signage Reports – Julyen Norman reported it's a moving target because technology changes so quickly; the report reflects what is current right now. We probably don't need a stand-alone website. The Historical Society has a website that can be used for WPA information. Perhaps a portal website for the city to promote public art, which is being developed by the city as a Visit Norwalk site. Audio tours are fading away due to smart phones and tablets. Social media platforms are expanding can be cross-linked. Who is your audience? How many languages do you want it to be in? Susan - 3 big questions: *Where do we want to go next? Who will go with us? How will we get there?* We probably don't need to have interactive experiences with our signage, but interactive, supplemental content is important. We can continue with our signage plans without being concerned about digital media. Chris - the content is less important than the ease of use. If it's difficult to get the content then it doesn't matter what the content is. Lynn - some people are hyper-engaged in electronics, but some are not at all. Tactical is important, being able to go somewhere and experience something is still important. Julyen - Kew Gardens did a big study on who used technology in experiencing the tour, depended on person's comfort level with using the device, not by age, etc. Almost 1/3 audience just came and wandered around. Susan - Please get edits/suggestions for the digital media plan to Julyen so we can discuss next steps in July. Page 2 is the executive summary, pages 3-4 include criteria used by non-profits, the standard of the moment. Should share the plan with the IT dept., Judith Bacall, Norwalk 2.0, the chamber of commerce. Signage - waiting for proposals, will see them in July/September
3. Norwalk Arts Festival - Becki Christopherson reported Library is donating tent and table for our booth; we need volunteers to sign up from 10 to 5 both days. 3 artists to work with kids - Melissa Slattery on Sunday, 1-2 segments of collages from the history room; Five Fingers - Ralph Santella, professional graphic artist, will drop off a project that is family-friendly public art; Joanne Claybourne; Scavenger Hunt. Round table – Summer music series, etc.
4. Roundtable
 - a. Norwalk Arts Society update – Becki Christopherson
 - b. Social Media & FC Buzz – Arts Commission pays for annual membership but need to be sure all City departments know about this and how to post their events. NAC members should be active on our FB page e.g., like, share, post, etc.
 - c. Library - 5:30-6:30 Music Series on Thursdays, starting with Jim Clark.
 - d. Julyen - public art project is moving into the production stage, will take all summer. Redevelopment rented some warehouse space for staging space. The installation will be done in stages. He will build 50 feet, position it on the wall, put the anchors, take it off, drop it off for powder coating. Hope for a dedication by the end of September. Julyen will take pictures and video to document the process. Will be doing press updates each time, perhaps a letter to the editor from Susan or Julyen. Susan - schedule talk back/interactive activities around the installation.
 - e. Diane - Lockwood Museum is being painted now. The soft opening will be in August/September, Norwalk Collects. There are several openings planned between now and next spring. Mill Hill is being renovated. Chamber of Commerce Arts & Culture Award.
 - f. Lynn - Rowayton Arts Center, Under 40, nice work. Shakespeare on the Sound starts soon *with All's Well that Ends Well*.
 - g. Kathryn - Add Branding Committee reports to the agenda by BC.

New Business

1. 2015-16 Goals & Priorities – deferred to July; Lynn suggested film festival, short films, etc.
2. Community Room & Room 101 Corridors
3. Reflections Proposal – Jeff Price
4. 2015-16 Recognition/event?

Meeting adjourned at about 10:00 AM