

**WESTON ART & INNOVATION CENTER
ADVISORY BOARD (Weston AIC-AB)
For the meeting held on
Thursday, January 28th – 2:30 PM
Zoom Meeting**

Meeting called to order at 2:35 pm. Minutes taken by Cecily Cassum. Members in attendance:

Present		
P	Cecily Cassum	AIC Board, Chair
P	Joel Angiolillo	AIC Board, Clerk, Treasurer
P	Audrey Pepper	AIC Board
P	John Thompson	AIC Board
P	Lee McCanne	AIC Board
P	Jenn Warner	Weston Public Library
P	Alli Palmgren	Weston Public Library
P	Susan Brennan	Member of the Public
P	Nathan Suher	Weston Media Center ED
P	Jean Arturi	AIC Manager
P	Debbie Darling	Friends of Weston Public Library

Minutes of the 12/14/20 meeting were approved unanimously by roll call vote.

Status from Manager Jean Arturi

Class registration is strong: Needle felting remains popular and the current class is sold out; Understanding 20th Century Dance (which we are co-sponsoring with the COA) has 41 people registered; we have a floral design class, a watercolor class, an acrylic painting class, as well as a new offering: Introduction to Madhubani Art (Indian folk art). The Maker Lab continues to be popular. The Friends have agreed to fund our Spring Speaker Series if the grant from the Weston Cultural Council is not approved.

Audrey, Jean, Susan and Cecily continue to work with marketing consultant Ali Fernandez.

The major events on the calendar this year include the Spring Speaker Series, the Grand Re-Opening in September, the Silent Auction in October, the Weavers' Guild Annual Sale and Exhibit, the Holiday Maker Fair and Winterfest.

Marketing Project: We are still in the early stages of this project, which at this point is focused on organizing the year ahead, parsing our target markets, determining appropriate and cost-effective channels for each market, and putting an infrastructure in place that facilitates tracking how effective each marketing campaign is. Our first marketing effort for 2021 is to have an insert in the May tax bill.

Silent Auction: We plan to hold the Silent Auction during the 3rd week of October. We have tentatively set aside the Reading Room for the entire week. The rough schedule assumes art would be dropped off between Mon – Wed; the auction would go live Thursday evening and run through Saturday. Artwork would have to be picked up on Sunday. Draft versions of the art submission Agreement and the corresponding Waiver have been sent to the Town for review, comment and approval. We are in the process of buying the WordPress plug-in for the software platform. The transactions will run through our website to the Foundation for Metrowest. We plan to start testing the software and the transaction process as soon as possible so as to allow the FFMW time to evaluate the process from their end.

Laser Cutter: We hope to engage a consultant to help us identify the best product given our priorities and constraints. We plan to reach out to a known consultant at MIT as a start. The goal is to find a product that has a reputation for reliability, comes with robust warranty and training, supports industry-standard editing software, and for which there is quality, responsive support. We further want a laser cutter that is sufficiently powerful, fast and large so as to be compelling to a wide range of users (both beginners and advanced). Finally, it was agreed that engraving on a cylindrical object is a desirable feature. Cecily and Jean hope to work with the consultant to develop a short list of potential machines for serious consideration. The next step would be to contact users for references and to get demonstrations. They will then develop a comparative analysis for presentation to the Advisory Board.

Board Position Posting: There is agreement that we would be best served getting a board member with a technical background and knowledge of the types of software-controlled fabrication equipment that we have. In addition to posting on the Town website, we will make an effort to post it with local makerspaces, at MIT and other colleges, the Boston Design Museum, and with commercial spaces such as AutoDesk.

Other business:

Joel reported that the standing partitions that WACA used to hang art for their shows are available to us if we are interested. Storage is our issue, but all agreed that we should take them. We also agreed that we should plan to do a spring cleaning, perhaps in April.

Next Meeting: The next meeting will be held on Thursday, February 18th at 3:30 pm. Going forward, the regular meeting schedule will be the third Thursday of each month at 3:30 pm.

The meeting was adjourned at 3:48 pm.