

**WESTON ART & INNOVATION CENTER
ADVISORY BOARD (Weston AIC-AB)
For the meeting held on
Tuesday, June 22nd, 2021 – 5:00 PM
356 Boston Post Rd., Weston MA 02493**

Meeting called to order at 5:03 p.m. Minutes taken by Cecily Cassum. Members in attendance:

Present		
P	Cecily Cassum	AIC Executitive Committee, Chair, Secretary
	Lee McCanne	AIC Executive Committee
P	Audrey Pepper	AIC Executive Committee
P	Ian Roy	AIC Executive Committee
P	Ruth Weinstein	AIC Executive Committee
P	Joel Angiolillo	AIC Advisory Board
P	Anthony Butler	AIC Advisory Board
P	Adam Day	AIC Advisory Board
P - remote	Ali Dorman Fernandez	AIC Advisory Board
P	Steven Hubbard	AIC Advisory Board
P - remote	Vanessa Schaefer	AIC Advisory Board
	John Thompson	AIC Advisory Board
P	Jean Arturi	AIC Manager
P	Jenn Warner	Weston Public Library
	Alli Palmgren	Weston Public Library
	Susan Brennan	Member of the Public
	Nathan Suher	Weston Media Center ED
P - remote	Debbi Darling	Friends of Weston Public Library
P	Chris Welles	Library Trustee

Minutes of the 5/20/21 meeting were approved unanimously.

Status from Manager Jean Arturi

Rentals of all the rooms are now allowed unconditionally, although everyone is requested to wear masks while in the building. To date (since the relaxation of Covid restrictions), we have had a film shoot, a luncheon by the Women's Community League, and a luncheon/meeting by the Wayland Public Schools. There are 2 confirmed bridal showers and a celebration of life. The Weaver's Guild is still cautiously optimistic about holding their annual exhibit and sale in the fall.

Audrey, Ian and Jean have been meeting weekly to discuss programming. They have planned 4 week-long teen classes planned for this summer. They have decided to expand the one teen night a month to two: one with an art focus and one with a tech focus. Linda Bond is holding a week-long adult drawing intensive. In the fall, they are working hard to develop a broad collection of classes that encompass both tech and art: felt making, print making, floral design, tablescares, 3 types of photography classes, sewing, painting, and a Fix-It First class; on the tech side there will be weekly tech-based workshops.

The first speaker series was a big success. Jean is working on publishing the recordings. For the fall speaker series, they are renaming the series to "Through the Lens of Art *and Innovation*", which means they will start to bring makers and the tech community into those discussions.

Fall programming will also include the Sunday Jazz Jam, hosted by Chris Welles. The program requires some funding however, and we would ideally get a company or person to sponsor it. The funding would pay for the house band, a sound engineer, and possibly buying a drum kit.

Jean also mentioned that we have a new connection with the Boys and Girls Club of Waltham. That is an early conversation that requires development.

On Sunday afternoons, we hope to be working with a group called 'Enable the Future', a worldwide organization that puts makers in touch with young people from underserved communities who need prosthetics. We are hoping to get approval to become a formal chapter with them. The prosthetics (typically hands) are made on 3D printers according to specifications and are used by growing children until they are fully grown and get a more formal (and expensive) prosthetic.

Term Renewals

Lee's, Audrey's and Cecily's 3-year terms were renewed by unanimous vote. Cecily announced that Ruth has agreed to assume the position of Volunteer Chair.

Committees:

Programming: Vanessa has designed 3 new banners for the front of the building. They will be our standard banners appearing when we don't have a special event to advertise. Vanessa is also in the process of designing our new sign that will be positioned on a pole in the front lawn. We only have to get a permit to install it.

The Marketing Committee is developing a lot of collateral, a timeline, and strategies for our different target markets. They are also interviewing social media consultants, preferably one who is interested in a longer term position and has some familiarity with maker labs and art education.

The Marketing Committee has decided to publish a flip-book as an e-catalog to advertise programming. Joel mentioned that we might want to consider finding an underwriter for this flip-book.

To advertise rentals, we need new photographs and we need the rooms well staged. A member of the community has offered to stage the rooms for free. When the new photos are available, we will post rental listings on various websites and may develop a brochure. Jean is also developing a relationship with a long list of event planners and caterers to do cross marketing.

Adam suggested that we develop a 360 degree visual to post online, similar to that offered by real estate brokers marketing a home. Ian added that the camera could be rented periodically and that the software is very high quality.

We continue to look for other organizations as partners. The newest include the Weston Drama Workshop, ArtScope, Lexington Arts & Crafts, and the Weston Community League.

Jean has shared our summer teen programming with several High Schools and Middle Schools. We have already had signups as a result.

Volunteer: Ruth is compiling all the input she has received into a master list of volunteers. She asks that each committee chair provide her with a list of tasks/responsibilities for each event or activity that is volunteer-appropriate. Ian mentioned that anyone who is interested can be trained for a specific technical activity.

Development: Anthony is working on developing fundraising milestones, which are a chronology of goals through the new year that will be focused on cultural events (e.g. the silent auction, year-end giving) and directed largely toward anchor institutions in Town. He has also developed a questionnaire/survey to elicit information about whether a given attendee or volunteer is a potential donor of time or money.

Anthony would like to develop a vision statement: what can the AIC do for the Town? What problem(s) can the AIC solve for the Town? He would also like to develop a collateral piece to use in fundraising.

Strategic Initiatives

Cecily introduced the idea of reaching out to Waltham to form a long term relationship that would bring a maker lab to Waltham residents and would add the critical mass of attendees to AIC programming that is currently unavailable in the Weston population. Ian is aware of a group that was working on a grant to open a makerspace there, and will provide an introduction. Anthony suggested that reaching out to the High School physics teacher(s) in Waltham might also be a valuable communication route.

Next Meeting: The next meeting will be held on Tuesday, July 27th at 5:00 pm.

The meeting was adjourned at 6:24 p.m.