

**San Anselmo Arts Commission (SAAC)
Monthly Meeting Minutes
February 11th, 2019
San Anselmo Historical Museum**

1. **Call to Order:** 7:00 p.m.

2. **Roll Call:** Commissioners/Town Representatives present: Payton Alonzo, Kerrie McHugh, Barbara Shands, Kathee Shatter, Ben Cohen, Callia Weisiger Vallas, Mattie O'Grady (Town Liaison)

Absent: Jeff Ross, Stacey Kamp

3. **Approval of January Minutes:** Approved

4. **Public Expression**

- Callia brought up her art show, will return with more information

5. **Treasurer's Report**

6. **Discussion Items:**

A. **Youth in Arts/Rising Stars Recap**

- prize money: \$50 went to each artist, \$300 went to the show, \$500 total
- going forward- allot more money or earmark all donated money for prize money to increase amount that goes to each winner

B. **Hearts of San Anselmo Recap**

- good turnout and participation, good venue
- date and time- not Super Bowl Sunday next year, aim for two weekends
- worth continuing and growing in the future- advertise in the town newsletter and potentially advertise at schools
- 15 merchants participated
- distinguish between children's table and adult's table
- pursue 3-d hearts going forward

C. **Social Media Goals/Guidelines Recap**

- increased followers on Instagram, Facebook stayed more stagnant
- multiple posts using hashtags per week

D. **Mailchimp**

- 4,000 sent, 1,013 opened, 50 clicked to website, 725 bounced, 37 unsubscribed

- potential Salesforce link with website— platform needed to collect emails of people who sign up for email list on the website
- continue building public email list
- compile merchant email list
- compile artist email list

E. Website Recap

- Subcommittee: Barbara as lead, members are Ben, Jeff, Stacey
- back end access has improved
- bio page needs to be updated
- Website Needs: bios, sorted artist list, artist of the month, clear link to social media
- explore other platform options, potentially paying for web design

F. 2019 SAAC Goals/Calendar Q2-Q4

1. Scholarships

- Subcommittee: Barbara, Kathee
- existing Drake music scholarship, Rising Stars visual arts prize
- create three separate scholarships for Ross Valley students— may attend any school as long as they have a Ross Valley address

2. Music in the Park

- motion passed to present at least two new bands every year
- may repeat two of the same bands
- look into youth bands

3. Music in the Park and Beatles

- date, tickets, graphics information updated
- banner funding is done

4. Curating Art

- on hold for the time being— not enough time or manpower

7. Commission comments & questions, requests for future agenda items: none

8. Adjournment: 8:36 pm

Next meeting March 11, 2019 @ 7 pm