

**WESTON ART & INNOVATION CENTER  
ADVISORY BOARD (Weston AIC-AB)  
For the meeting held on  
Wednesday, January 26th, 2021 – 5:00 PM  
Virtual Meeting**

Meeting called to order at 5:02 p.m. Minutes taken by Cecily Cassum. Members in attendance:

| <b>Present</b> |                      |   |
|----------------|----------------------|---|
| P - Remote     | Cecily Cassum        | AIC Executitive Committee, Chair, Secretary |
| P - Remote     | Lee McCanne          | AIC Executive Committee                     |
| P - Remote     | Audrey Pepper        | AIC Executive Committee                     |
| P - Remote     | Ian Roy              | AIC Executive Committee                     |
| P - Remote     | Ruth Weinstein       | AIC Executive Committee                     |
| P - Remote     | Joel Angiolillo      | AIC Advisory Board                          |
| P - Remote     | Anthony Butler       | AIC Advisory Board                          |
| P - Remote     | Adam Day             | AIC Advisory Board                          |
|                | Ali Dorman Fernandez | AIC Advisory Board                          |
|                | Steven Hubbard       | AIC Advisory Board                          |
| P - Remote     | Vanessa Schaefer     | AIC Advisory Board                          |
| P - Remote     | John Thompson        | AIC Advisory Board                          |
| P - Remote     | Jean Arturi          | AIC Studio Technician                       |
| P - Remote     | Eliza Eddy           | AIC Manager                                 |
| P - Remote     | Jenn Warner          | Weston Public Library                       |
|                | Alli Palmgren        | Weston Public Library                       |
|                | Nathan Suher         | Weston Media Center ED                      |

Minutes of the 11/30/21 meeting were approved unanimously.

Ian presented the Technology committee's assessment of options for the new AIC laser cutter. He began by reviewing the requirements that had been developed by the Board last year. After discussing the pros and cons of several brands, he said that he, Adam and Steven were recommending an 80 watt printer from Aeon called the MIRA9. It meets all the requirements and it is competitively priced. Ian was able to get a significant non-profit discount. Aeon has a strong reputation and offers full support as well as training. The Board agreed to move forward with purchasing the Aeon MIRA9.

**Status from Manager Eliza Eddy**

Ian, Audrey, Jean and Eliza are preparing to publish a survey, the goal of which is to try to elicit ideas from our patrons as to the types of programming they would like to have available.

The Programming schedule is full for January – March. The schedule for April – June is firming up nicely.

The film collaborative that rented the Loft for a week last summer is hosting a week-long stop action animation workshop for teens during the February school break.

Mac Cameron will offer a two week 'Introduction to Making: Becoming a Maker' program this summer. The target audience is rising sophomores through High School grads who want to prepare for college by learning how to use the makerspace equipment, which is part of the standard curriculum in many colleges.

The Newton Nomadic Theatre decided to postpone their production because of omicron. They intend to reschedule when the conditions are more favorable.

We will restart Open Mic Night once we can find a sound engineer. The Sunday Jazz Jam is also now on the calendar.

The chair caning demo went well and we are scheduling the chair caning Fix-It First event accordingly.

Eliza and Jean see a steady increase in rentals. We had a few cancellations because of the omicron surge, but the trend is generally positive.

On May 12<sup>th</sup>, the Town is hosting a major celebration of the recently completed Town Center renovation. Spring Fling is the same day. Jean is representing the AIC in the planning meetings, and the AIC will participate by not only hosting the annual Fix-It First Bike Repair & Conditioning event, but will also host a photo exhibit provided by the Historic Society in the Reading Room, as well as demonstrations elsewhere in the building.

Eliza shared a report that details the historical programming and rental figures, as well as providing statistics from the website and the e-newsletters. The open rate for the newsletter is more than 30%. Eliza will be refining this report in the coming months so we can monitor trends across all areas.

Cecily and Jenn will present a budget projection at the next Advisory Board meeting.

Cecily shared the results of the year end mailer.

## **Committees**

Marketing: Vanessa reported that the flip book, which is really our catalog, will be ready to publish imminently. She will get pricing to print the catalog. Vanessa emphasizes that the e-catalog should be sent out via email regularly. She also stressed that we should always be reassessing the website to keep it fresh and intuitive.

Eliza and Jean reported on the deliverables from our social media scheduler/content provider. The current question is whether to put the time and effort into developing a presence on TikTok.

Volunteer: Ruth requested that the upcoming survey include an appeal for volunteers/interest in volunteering.

Development: The donor of two highly appraised artworks to the silent auction has asked us to store them for 3 years. This is an IRS requirement specific to art donations: the recipient organization may not sell them for 3 years if the donor is planning to deduct the appraised value. Since the auction directed money to the FFMW account, Cecily discussed this request with their Controller. The Foundation asks that we not accept them if we are going to hold them for three years, stating that it was inconsistent with their role as a non profit. After much discussion, the consensus from the Advisory Board was to return the two pieces to the donor.

Anthony met with 2 officials from the Weaver's Guild to discuss our ongoing relationship and to begin negotiating their new rental agreement. The WG Annual Sale has been a big success, utilizing the entire building for 4 days. The new agreement will stipulate the co-marketing commitment, the need to commit to a date before the summer, and other details. Anthony will pursue finalizing this agreement soon.

**Next Meeting:** The next meeting will be held on Wednesday, February 23rd at 5:00 pm.

The meeting was adjourned at 6:37 p.m.