Litchfield Arts Council Meeting
December 14, 2021

Meeting called to order: 12:40

Priscilla, Thomasina, Jennifer, Charlie, Michele, Jessica
Eric (without notice) & Fran absent.

Minutes approved with edit: the word ‘making’ is removed from the Mission Statement.
Thomasina moved, Jessica seconded.

Possible names for membership for Council:
Kathy Serino. More names can be emailed to Priscilla.

Strategic Planning Committee will work on criteria for membership on the Arts Council. Priscilla, Michele, & Thomasina.

Charlie Dumais outlined our first steps in identifying the council’s visual presentation:
Charlie outlined the steps needed to visually identify the Council and its purpose. After the overall branding has been established, Branding ID Committee and the Social Media Committee becomes a larger Marketing Committee.

Criteria were outlined in a document:
Litchfield Arts Association Brand Identity Guidelines.
Need a link to our own website from the town's website.

Charlie discussed prioritizing the steps in order to set up the website and social media. All of the details are in his document.
Bios of all of the Council members
What are the steps of getting a Domain Name: LitchfieldArtsCouncil.org is available Council members need to get bios to Priscilla.

Charlie requests that each member of the Council bring visual representations of Self.: a collection of images that would reflect the personality of each Council member. Print them off and bring hard copies to next meeting.

Before we designate an Arts District, it is likely we will have to look at the need for zoning changes to be established, within the Borough of Litchfield. Arts activism.

Adjourned: @ 1:40. Jennifer moved, Jessica 2nd.