Litchfield Arts Council Minutes  
January 11. 2022

Priscilla Jeffrey, Michele Murelli, Jennifer Terzian, Thomasina Levy, Charlie Dumais, Jessica Russell

Doug Clement, Cailin Jensen, John McKenna, members of the Public, were also present.

Meeting called to order: 12:39  
Minutes Approved: Motion: Jessica Russell  
2nd: Charlie Dumais

Caylin Jensen, member of the community, introduced herself to us and let us know she is interested in becoming a member of the Council. She will be interviewed by the BOS soon.

Fran Klem is going to resign, and Eric Hahn has not attended for 3 meetings without an excuse and so he is no longer a member.

Report on Website/Branding: Cost for Website, etc.  
Charlie reviewed our branding discussion.

Doug Clement made a presentation re: budget to enable us to write a grant for the aforementioned website etc. Doug is managing the EDC website and creating content for their Social media platforms.

Charlie described to Doug what our needs are for our digital infrastructure & Developing our brand/website.  
Landing page, Squarespace initial website.  
Cost of maintaining site, original content, messaging, volume, constant refreshing…

Doug advises the need for hiring a point person to create the content and drive visitors to the social media pages, FB & Instagram,
and add fresh content to the website. Doug is that person for the EDC. @visitlitchfieldct is the Instagram and FB site that Doug is managing for the EDC.

In order to apply for a grant, we need numbers re: monthly budget to compensate that hired position, which change depending on frequency of posting: 1/mo, 1/wk, 1/day…different costs for the level of work needed. Need bids from social media content creators. Upside: A Squarespace, the website hosting platform, is affordable.

Visual Biographies: Will be the first content on the sites we create. We took a tour of the visual Biographies that the council members brought that describe themselves, and the way we will introduce the council and its members to the community. We will revisit this next meeting.

Motion to adjourn: Priscilla, 2nd Thomasina @ 1:49.

Submitted by Michele Murelli, Secretary