



Minutes,
June 14, 2022

Attendance: Michele Murelli, Courtney Murray, Thomasina Levy, Priscilla Jeffrey. Caylin Jensen absent with notice.

Meeting called to order: 12:34

Moved: Courtney

Seconded: Priscilla

Treasurer Report:

Thomasina, LAC available funds, balance \$1324.89

Town is giving the LAC \$5000 from Pandemic Relief funds, and we have to describe what we would use the money for and how it would be applied. We have a plan to use the money for web creation and tech/website maintenance, and promotional materials. We are getting proposals from web designers and will choose from the submitted estimates.

The LAC participated in a state initiative called ABBBA, a program that pairs arts and business to form a mutually beneficial alliance.

After the 2 hour introductory virtual workshop, we concluded that our Litchfield group was more advanced related to our plans, connections to the business community, and our skill levels, and continued participation in the initiative was not required.

We discussed future plans that included collaborating with ideas offered by Michele Murelli, our Council's secretary, who directs a nonprofit called Art Tripping:

1. Monmartre Saturdays; turning the center of town into an outdoor art gallery/district. This would include having artists to exhibit their work outside on easels, and encouraging artists to paint plein air on the Green. In addition, inviting musicians to play on the sidewalks; the practice is known as Busking.

This marriage of music and art would further enliven Litchfield as a destination as on weekends during spring through early fall for the culture and entertainment.

2. A public art event called 'Uncommon Cows' was briefly discussed. Michele developed this idea and is tailoring it to fit our current plans. Next meeting will focus on this in detail.

3. We discussed reaching out to businesses in the center of town to hang the art of local artists.

4. To make communicating with the businesses easier, we discussed visiting each business in the center of town, and asking them to assign a liaison to the arts council. When we create initiatives that require business participation, we could convene a virtual meeting with those designees to efficiently launch our initiatives.

This would benefit the EDC as well, who will have need to use this 'committee' as well.

5. An initiative of the Litchfield Makers Market, a poster with a QR code was created linking all of the restaurants on the Green to one site for easy review will be introduced at the Market on 6/11/22. The information booth will retain the large poster to benefit visitors.

This led to a preliminary discussion of creating another QR code for non food businesses on the Green.

Priscilla informed us that she received Jessica Russell's resignation letter.

Adjourn: 1:30 Motion made by,Priscilla, and seconded by Thomasina.

Respectfully submitted by Michele Murelli.