



Minutes,
February 7, 2022

Attendance: Thomasina Levy, Priscilla Jeffery, Caylin Jensen, Michele Murelli, Courtney Murray, Ashely Picker-Durbin absent.

Meeting called to order: 6:00

Moved: Priscilla

Seconded: Thomasina

Present is Clara Huebenthal, our web designer. We will feed Clara the data she needs to create the LAC brand and frame out the website.

We approved the Minutes from our last meeting. Courtney made the motion, Thomasina seconded.

Clara made her presentation and gave us her bona fides.

We began with the Branding of the Council.

Clara needs info from us related to our mission and goals, and the Branding will grow from that. She asked a series of questions.

Mission and Vision were refined 1st:

Vision Statement: We envision Litchfield, CT will be known as a vibrant center that supports the Arts in all its forms.

Mission Statement: The Litchfield Arts Council builds awareness, accessibility, and opportunities for the public to experience Arts and Culture.

Priscilla moved to accept the new Mission and Vision. Courtney 2nd.

The Focus of the meeting turns to the website design. Clara asked us a series of additional questions related to the 'personality' of the Council. Each member of our council will send Clara our headshots, websites, colors, and logos that we like.

Clara will send us a template so we can structure the website's content. March 7, meeting we will make finally decisions on content.

Clara's rate sheet will be given to the Council to report to the grantor how the grant will be spent.

Meeting Adjourned: 7:27

Moved: Priscilla

Seconded: Courtney

Minutes Respectfully submitted by
Michele Murelli, Secretary