

**Exeter Arts and Culture Advisory Commission**  
**August 10, 2021; 6:30 pm**

This meeting was held from 6:30 pm to 7:27pm in the Novak Room

**In attendance:** Marissa Vitolo (via phone), Anne Kenny, Bruce Jones, Anthony Callendrello, Scott Ruffner, Dawn Amey, Todd Hearon, Lovey Roundtree Oliff (Select Board Representative)

**Absent:** Dave Drouin, Mary Paige-Provost,

1. Call to order 6:33pm
2. Review/Approval of July 13, 2021 meeting minutes
3. New Business
  - a. Short term goals
    - i. Update on Founders Park sculpture grant application:
      - Greg still has not been told anything b/c NH Council on the Arts is still reviewing apps
    - ii. Update on Exeter cultural events website:
      - clarification: inclusion - everyone artist/musician should be supported/included (they need a website to be linked instead an amorphous list of "any" artist); bulletin board style suggested - more interactive
      - not a calendar like originally proposed
      - 1. Funding - approach budget recommendation committee with estimates; broad price range - range of quotes; request for proposal
        - transparency: committee needs to be included to be able to vote
        - Budget Committee is already meeting
        - Russ Dean and Darren Winham meeting update: encouraged modesty with cost; probably have to go elsewhere (money, ownership, etc...)
        - Funding/maintenance is an issue from Selectperson point of view
          - cost range based on current info we have now: \$15,000-\$20,000 with additional monthly maintenance costs
      - 2. 91A - advise the town to think about adding a section to their website - not a committee or a separate website
      - 3. Example Carmel Indiana website by product of \$300million city-center project and this may not be comparable to Exeter; funded by a non-profit
      - 4. Could this current research be combined with the TEAM website that is already in existence? - this is to avoid rejection due to cost
        - TEAM's website moving to a model where a membership would lead to this style of list and this website that is being proposed is almost identical (avoid redundancy)
        - Exeter Arts and Culture Guide already exists - paper and website guide being redone to include more of the area of Exeter
        - Anne, Todd, Scott to get together to go over the already existing TEAM Arts and Culture Guide with costs for a proposal
  - b. Commission goals and budget process
    - i. Town Hall – Survey results to date and capital improvements priorities
      - results are still coming in - HVAC number one
      - please share with anyone and everyone
      - SAU16 FB page suggested
      - TEAM will create a QR code to have at the September festival
      - Scott will meet with folks that use this space often to get a wish list going
      - Do not forget the art gallery
    - ii. Trust fund – Transfer or new fund
      - nothing new yet: should this committee receive that or start a new one
      - possibility can be moved to new trust fund
      - other towns, like Portsmouth, have a % of town budget given to public art (Scott will find out)
4. Public Art
  - Dale Rogers (Haverhill): temporary public art walk: 10 pop up sculptures - temporary without the drama of being permanent and to get the ball rolling
  - Dave Short and Greg Bisson involved
  - Dale will meet with everyone at Swasey to get a sense of what this will look like, cost, insurance
  - Students important to be a part of public art
5. Adjourn 7:27pm

Added as addendum 9/14/21

To: Chair of Exeter Arts & Culture Committee  
Tony Callendrello

RE: Meeting Minutes of August 10, 2021  
Additional minutes (of discussions) suggested to be added to meeting minutes document

Update on Exeter Cultural Events website:

- Todd Hearon described the advisory website as a place that would point to places for further information like calendar dates, details. On website would be arts & culture places that provide access to the public. Don't have to be a stickler on what is a business. Not practical to have an amorphous list of artists in Exeter. Who would generate that and how to make a comprehensive list? Not sure this website serves that purpose. Our website was to be a pointer, points you to where to go for Exeter Arts & Culture. This website points to TEAM. Scott said TEAM does not do listing of artists currently but, thinking of having a membership for artists.
- Anne apologized to Bruce Jones of Jones Art Studio , studio should have been on the website proposal/sketch as it offers hours, events, and space open to the public.
- 91A. Anne said packets were on line to view. If submit to town all would be available. Town would be the ones to obtain sealed bids and possibly a RFP bidding process. Todd said Anne researched a range of quotes for advisory proposal. Tony said a charge of the committee was addressing information about arts and culture in Exeter , like a "Things to Do Exeter" .
- Tony mentioned doing a calendar is difficult, NPR gave up on having a calendar
- Anne and Todd said yes, they met with Darren and Russ to get information on a deadline to submit proposal advice of website to the Budget committees and Russ. Deadline of September 1 for FY2023 budget.
- Anne was asked about budget numbers for proposed website. Anne said she was still waiting on final quotes, eventually responded a guess of \$15,000-20,000 from what she knows currently and is based on the simple sketch design and links proposed. Anne stated not to hold her accountable for those numbers yet since she is waiting on a few more final quotes. Anne guessed that the annual costs after the initial building of the website would be approximately \$500-1000 annually for security, patches, updates.
- -Lovey asked about constant updates on the website. Todd said the website points you to calendars: points you to TEAM that have their calendar, points you to Sawbelly's that have a calendar, points you to art gallery with calendar, etc. Tony mentioned the website was envisioned as only needing updates once a year. Tony said even NH Public radio gave up trying to have a calendar, it was a nightmare. Anne said they felt the web builder should be a professional, knows security, SEO, keywords, fixes issues, stands behind work.
- Scott said TEAM had a website similar to this idea that TEAM is working on. Anne felt it was not established yet. Anne said his current website's SEO did not seem to be working well, not finding information on internet searches when she looked. Anne suggested Scott think about using Wordpress software rather than Weebly for the TEAM website. Anne offered to share information with Scott about security, SEO when building a website and having it on google.