

Arts & Culture in Public Places in Amherst Regular Meeting
Town of Amherst Municipal Building Councilmembers' Conference Room
Tuesday, December 10, 2024 at 7:00 pm
Board Approved March 11, 2025

Attendees: Debbie Doucette (co-chair), Sharon Seamans (co-chair), Burt Merriam, Joy Testa Cinquino, Maureen Cilano, Jacqueline Berger (liaison)

Minutes Approval: Maureen Cilano motioned and Sharon Seamans seconded to approve the October 2024 minutes with edits. (No meeting was held in November 2024.)

Chair Report: Sharon Seamans

- Sharon shared a thank you note for the committee from artist Becky Patterson.
- Congratulatory notes were sent to the winners of the Williamsville Art Society's art show.
- Banners were discussed and old ones can be thrown out because new banners, size 3' X 4' with the new logo were purchased this past year.

Treasurer's Report: Maureen Cilano

- The 2024 budget was distributed. It shows a \$300 grant from Evans Bank.
- \$5500 was 2024 revenue. \$3167 expenses. Unspent \$1000 from concert bookings and a display that did not happen.
- Paint for projects was paid.
- Maureen has requested a copy of all receipts and spending commitments going forward.

Grants: Maureen Cilano

- Jacqueline Berger shared:
 - \$11,000 Amherst Symphony
 - \$5,000 Jewish Community Center
 - \$3000 Friends of Harmony
 - \$2000 Amherst Chamber
 - \$5000 Committee budget
- Final reports explaining how grants were spent are due by Jan 15 from awardees.
- Jacqueline asked the proposed animal sculptures to be removed from future agendas because the spending will not be approved by the current TOA board.
- The Grants committee will meet on Thurs., Feb. 6 at 10:00 a.m. at Evans Bank on Main St. The date will need to be changed on the application.

ArtStart: Burt Merriam

- 2024 ArtStart metrics were distributed showing – programs on June 4 @ Bassett Park, July 6 @ Village Farmers Mkt, July 13 @ Village Farmer's Mkt., July 20 @ Village Farmer's Mkt., and July 27 at Village Farmers Mkt.
- 411 participated in 2024 ArtStart projects compared to 286 in 2023.
- Goal for 2025 will be 500
- Burt said children enjoyed the projects. Stone painting was the most popular.
- Debbie from the Village Farmer's Market invited us back anytime.

- The location of the Arts & Culture in Public Places tent at the Market on Main events was excellent because it attracted many entering the Market and those just walking along Main. Debbie suggested using the sound system.
- 2025 will see clothes pin character designing, Trinket tins, and magic wands.
- It was suggested to reach out to community groups to get their flyers to distribute at our tables.

Let's Do Lunch: Sharon Seamans

- Excellent feedback. Series ended with a \$200 surplus. 20 – 29 people was the goal for each of the 5 events. The 6th was cancelled.
- Mary Jo will check inventory of plates, etc.
- Speakers for 2025 being considered are the Opera and an author who wrote about the Civil War, a German band, butterfly conservancy talk, gardening, etc.

Speaker/Topic	Date	Number of participants
Paul Kranz/Gardening	May 16 (BNHV)	27
Sotto Voce/Opera Performance	June 18 (Randall Church)	48
Crescendo Quartet/Barbershop	July 18 (BNHV)	27
Tom Haney/Wellness	August 15 (BNHV)	20
Dave Ruch, teaching artist/Erie Canal	September 19 (Amherst Veteran's Canal Park)	80

Traffic Boxes: Deborah Doucette

- 8 gorgeous boxes were completed in 2024.
- Poster featuring the 25 boxes designed between 2019 and 2023 is displayed in the Chambers of the Town Hall.
- 8 boxes are planned for 2025.
- The TOA Board approved the Resolution for the boxes at the Nov. 12, 2024 board meeting.
- The boxes for 2025 are: Sheridan Rd. & Millersport Hwy., Sheridan Rd. & Bailey Ave., Sweet Home Rd. & Maple Ave., Sweet Home Rd. & Skinner'sville Rd., Tonawanda Creek Rd. & Niagara Falls Blvd., Dodge Rd. & Campbell Rd., Millersport Hwy. & Crosspoint Pkwy., Wehrle Ave. & Lamarck Dr.
- Committee reviewed and offered comments on the document called- *2025 Decorative Treatment or Traffic Signal Cabinets/Boxes Initiative*.
- Few additional comments:
 - Start promoting sooner
 - There are 106 boxes left
 - Inventory of paints, 4 per artist
 - Notecards need to be updated
 - New card with 16 boxes will feature 2024 and 2025 boxes
 - Consider a scavenger hunt to "find all of the completed boxes."

Informational Tables:

- Informational tables will continue at future events.
- Continue distributing promotional plastic bags stuffed with flyers.
- We need more volunteers.

Publicity: Joy Testa Cinquino

- 2024 publicity/promotional metrics were distributed. Highlights included:
 - Updates to media list and gmail account.
 - Created social media size posts to encourage traffic box artists participation.
 - Sent media releases for “Let’s Do Lunch” “Grant Application Deadline” and traffic boxes. Coverage included from the *Buffalo News*, Bee Publications, WECK and WEBR calendars.
 - Two posters were created by David Cinquino featuring the first 25 painted traffic boxes.
 - Postcards were created using the aforementioned painted traffic box design.
 - Notecards were created.
 - Redesigned ArtStart flyer.
 - 716 Together radio/podcast interview was taped on 10/30 with Debbie and Sharon. It will air in the future.
- Question was asked regarding new ownership of the Bees weekly newspaper and whether the publication will continue to run community events.

Old Business:

The committee will be ready to tackle new and recurring projects in 2025 to support the cultural needs of Amherst community.

Adjournment: Joy Testa Cinquino motioned and Maureen Cilano seconded for adjournment.

Next Meeting: January 14, 2025 at 7:00 pm.

Minutes were recorded by Joy Testa Cinquino.