

Minutes of the BRC on Arts & Non-Profits, April 19, 2021

Russ called the meeting to order at 12:01pm

Committee members in attendance: Russ Grazier, Barbara Massar, Tina Sawtelle, Robin Albert, Bill Humphreys, Larry Yerdon, Jason Goodrich, Beth Falconer, Renee Giffroy. Also attending were: Nancy Carmer, Stephanie Seacord, Genevieve Alckelo, Greg Gather, Ed Simone, Lee Frank, and Martha Fuller Clark.

The motion was made and seconded to approve the minutes. The motion was passed unanimously by a roll call vote.

Valerie Rochon and Ben Van Camp of the Chamber Collaborative of Greater Portsmouth updated the committee on the on-line events calendar that are on the Chamber's website.

- One is business to business focusing on serving the Chamber's members.
- The second, *Go Portsmouth NH*, is for visitors.

The Chamber is one of six Chambers forming the Seacoast Alliance. Working together, they generally do not do joint marketing. This group received \$300K from the CARES Act which was used for social media and the other marketing.

The Alliance sponsored the Seacoast Safe Pledge.

In response to a question by Renee Giffroy, Valarie outlined the marketing program the Portsmouth Chamber manages for the City: advertising, radio spots, social media, rack card distribution, Harbor Guide, travel shows, maps and the website. The Chamber also operates the Visitor's Center and the Market Square kiosk.

An addition to the agenda: the Governor announced that state-wide pandemic restrictions would be lifted shortly. Beth suggested that the cultural community work with the City on a joint effort to promote and communicate to visitors and local culture consumers what to expect in the way of restrictions.

The question arose- How do we respond to the Alliance's Pledge when the State is removing guidelines?

Martha suggested that the committee lobby the City for an extension of the mask ordinance. Tina suggested that the lobbying must be data driven- not nationally, but locally/regionally.

Russ- a majority of the cultural organizations will want to participate. We will need to make the argument on data reflecting the primary concern, health.

Russ announced that JerriAnne Boggis, Executive Director of the Black Heritage Trail of NH will be joining the Mayor's Blue Ribbon Committee.

Russ announced, by consensus of the committee members, the committee will meet every other week. The next meeting will be Monday, May 3rd.

Russ adjourned the meeting at 12:57pm.

Submitted by Lawrence J. Yerdon