

Minutes – November 1, 2021 – BRC for Arts and Nonprofits

Russ called the meeting to order at 12:03

Members in attendance: Russ Grazier, Courtney Perkins, Robin Albert, Jason Goodrich, Larry Yerdon, Nihco Gallo. Attending remotely: Tina Sawtelle, Beth Falconer, Barbara Massar, JerriAnne Boggis.

Non-members in attendance: Nancy Carmer, Ben VanCamp, Stephanie Seacord (remotely – recording secretary).

As there was not an in-person quorum, acceptance of the last meeting's minutes was postponed.

Year-End Report

Barbara and Russ have discussed further the preparation of a report to the City Council on the accomplishments, "to do" list and recommendations of the BRC on Arts & Nonprofits. The plan is to finalize the report in time for it to be included in the packet for the December 20, 2021 meeting. This is the current Council's last meeting. The next Council will be sworn in in January.

To be included in the report:

- Summary of work accomplished
- Recommendations
- Potential allocation of City ARPA relief funds (by 12/31/26) to arts and nonprofits for:
 - Marketing – extending a multi-year program past the pilot phase
 - Funding the rollout and communication of the AFTA project including a project manager
 - Direct relief to individual artists
 - Creation of a Portsmouth 400 arts/nonprofits project as an economic kick-starter
- Updating of the 20-year old Cultural Plan, in coordination with the next City Master Plan. Note that Chris Dwyer and Ellen Fineberg are "still around" and can provide institutional knowledge related to the first Cultural Plan.

Russ and Barbara will discuss the Year-End Report at the next BRC meeting, Nov 15 in order to present the final draft to the BRC on Dec 6.

Marketing

Jason and Ben met with Darci Creative on Nov 1 and requested that she present the media strategy and recommended branding elements to the subcommittee on Nov 9. If her group is able to meet that schedule, the subcommittee will present to the BRC on Nov 15.

AFTA

Robin reported that the subcommittee has worked over the past 2 weeks to update the database of arts organizations (not required to be 501c3's). Commercial spaces with art displays are not included, nor are individual artists. Lauren Rosen, team leader for the Portsmouth NH 400 Arts & Culture team is assisting.

The AFTA committee will circulate a PDF of the updated list to the BRC and asks:

1. That committee members able to fill in any blanks in the data send that information via email
2. Notify the subcommittee of any missing organizations (contact info helpful but not required)

The AFTA committee is reserving two dates for large meetings of the nonprofits who would participate in the survey: one the week of Dec 13 in hopes that AFTA has supplied the launch packet and/or in January. Beth offered 3S space if the Library can't provide the needed dates.

Nancy Carmer has shared the AFTA contact information with Robin and Renee so that communications are centralized. Nancy also reported that the agreement with the City was signed last week and that the invoice for the survey was filed today. Still looking for the source to fund the AFTA project manager position.

Barbara asked that she and Russ be kept current on the AFTA progress for the Year-End report.

Artist Relief Grants

Nihco reported that he is planning to arrange a zoom meeting with some subcommittee volunteers. Courtney and Nancy agreed to help, and the BRC is asked to identify individual artists who are stakeholders/potential beneficiaries. JerriAnne will ask the BHTNH office manager Gina, who is well-connected in local theater groups, if she has the capacity to join the subcommittee.

The group discussed creating a list of artistic disciplines to ensure the variety of artists who were most impacted by the pandemic and would benefit from the relief. Barb suggested the organizations on the AFTA list might be helpful. Courtney suggested that the word "artist" would offer a broad definition and allow those who need the relief to self-identify.

New Business

NH State Council on the Arts – Barbara reported that the Save Our Granite Stages funding has stalled in the GOFERR committee due to an impression that the potential beneficiaries have received relief from SVOG funds; but that NHSCA Director Ginnie Lupi is still advocating for funding.

The "rainbow crosswalks/sidewalks" funds raised by Kathleen Cavalero are being directed to the Friends of Ruth Blay and their History Through Art project. Russ noted that as a donor he fully supports this decision.

BRC congratulated JerriAnne Boggis on her New Hampshire 200 Award.

BRC Continuation -- Robin asked whether the BRC dissolves, remains or changes with the end of the current Mayor's term on 12/31/21. Russ reported that the incumbent/new mayor can continue the BRC or make changes and that the Year-End Report will help inform that process by documenting the value of the BRC. Current members may or may not want to continue, or may want to have someone else from their organizations serve and the mission might be redefined to make the BRC similar in format but assigned to address the Cultural Plan. Larry noted that the group of arts/nonprofits executives might continue to meet even if the BRC does not.

Russ closed the meeting encouraging the public to support the arts, especially during the upcoming holiday season (e.g. Gingerbread House Contest and 42nd annual Candlelight Stroll).

The meeting adjourned at 12:40 pm. Next meeting: November 15, 2021 at 12 noon.