

Art Walk Subcommittee Meeting 5/1/23

Present: Suzanne, Nick, Adam, Meredith

- I. Call meeting to order at 5:29
- II. Update re: EAC director change - Meredith
 - A. New director starting 3rd week of May
 - B. Meeting with that person seems like obvious first step
 - C. We'll be at the EAC
 - D. Invite David to the meeting
- III. Requests for EAC to promote SAC space:
 - A. More publicity on EAC website
 - B. FB page: if we design a post would they post it for us on their FB page?
 - C. Instagram also
 - D. How much leeway do we have in getting our materials into publicity, talk to Mindy about how to do it
 1. How do we get pre-cleared advertising materials to market?
 - E. How do we get people down here?
 1. Passport
 2. Can we get people to walk by here on their way to the Public House?
 3. Tap into the downtown block party
 - a) Highlight art during that time
 - b) Opportunity to strengthen bonds with businesses during that time
 - c) Pop up gallery in the square
 - d) Small performances in the square
 - e) Need signage to indicate that there is art... easels that go up the stairs
 - f) Interactive, butcher paper or chalk art to get people to walk up the stairs, hang butcher paper on the wall, markers, whatever, face paint
 - g) Small performances, then someone directing people up the stairs
 - h) Think about the people coming up the back stairs; have secondary signage
 - i) Food trucks
 - j) Extra credit for kids at school; get some sort of sign off on a card for each stop they do
 - k) Set goals about what it success, how many people do we need to count it as a success?
 - l) Use questionnaires to help us market
 - m) Talk to Mindy about having Nick's band play outside
 4. Observing art walk on May 12
 - a) Can we get a SAC lanyard? Or a tshirt?
 - b) Meet at square at 5pm

5. Goals of observation:
 - a) Where are people going?
 - b) Are there any particular paths that people are taking?
 - c) Can we make a path?
 - d) Questions:
6. Guided art walk?
7. Need to make another subcommittee meeting...can we make it on Friday at 6:30-7pm?

Move to adourn at 6:29