

MINUTES of the Neighborhood of the Arts Business Association
Friday, August 7, 2009, 9:30 a.m. at OS-cubed, Village Gate

Present: Susie Fame (Stern Properites; NOTABA President), Lee Drake (OS-cubed; Vice-President), Jeffrey Mehr (Kinections; Treasurer), Priscilla Auchincloss (Physikos Movement; Secretary), Doug Rice (MuCCC; Art Walk II Planning/Design), Paul Kramer (Flat Iron Building & Imagine Square), Matthew McCarthy (City of Rochester, Business/Development).

1. City funding, and other sources. Matthew McCarthy of City of Rochester Business/Development brought forms for us to complete in order to receive funding from his office. **Action Item:** Lee or Susie to prepare these and send to Matt.

Discussion of NOTABA's budget brought forward the following points:

- Our city budget of \$10K this year (2009-10) includes \$5K unused from last year, which the city has agreed to let us roll over. Money for neighborhood development comes to the city from the federal government and gets allocated by the city, so amounts can vary year to year. We can expect \$5K next year, although we may ask for more. Our \$10K this year will be basically "use it or lose it."
- Funds from the United Way (for which we should apply in January, 2010) would put us in line for more sculptures by Shawn Dunwoody (see next item). We agreed to get a quote from him (**Action Item:** Jeffrey). Last year, Stern Properties provided the funds for installing the signs and will do so again. Lynne Feldman did final artwork on the back of the sculptures.
- For other sources from the city, we have to wait until 2010-11; this year's other funds go to west side neighborhoods.

2. New sculptures, signs, and banners.

- Sculptures: Shawn Dunwoody should come to a meeting to discuss content of new sculptures (e.g., representations of other arts, like dance and theatre). We will also need to discuss location of any new sculptures; for instance, they should be not in the path of Art Walk 2, so they won't have to be moved. Rather, we should think along lines of integration with AW2.
- Banners: This project needs to be revived, was left last spring after Priscilla had made some (rough) maps showing poles with and without banners, and handed them off to Lee. Window clings (to go in windows of member businesses): new ones are being done by Event Graphics (EGI). These would be nice to give to new members.
- Lee suggested a meeting devoted to signs and banners, to be held directly after our September meeting.
- **Action Items:** Susie will check how many banners remain, and Priscilla will see if the map can be made clearer for use at a future discussion. Susie will check on status of the window clings. Jeffrey will get a quote from Shawn D. and invite him to meet with us.

2. Membership brochure. **Action Item:** The new brochure still has changes to content for Jeffrey to circulate, early next week. Then it will ready to be assembled and printed.

3. Art Walk 2. Doug Rice spoke about the Interactive Design Workshops being offered, open to anyone in the area who is interested in the project. Upcoming dates and topics:

- August 18, 6-9 @ VSW. Focus areas: Univ.&Prince intersection and the “Ribbon Wall” @ Goodman&Univ. “Ribbon Wall” is the stand-in label for this piece of the project, the aim of which is to direct the line of vision north on Goodman and to incorporate local art (on a changing basis).
- August 25 6-9 @ RMSC (Eisenhart Aud.). Focus areas: Creating a welcoming design theme and tying everything together.

On August 21 & 22 another type of workshop is being offered, entitled “Communicating your ideas in 3 dimensions.” This is geared for artists, in preparation for open calls for art for AW2, to help them produce work that is both good and feasible. This is an educational series, separate from Art Walk 2 (separately funded)

On Sept. 20 there will be an event at the basket ball courts at Imagine Square. This idea arose as a means to draw in the community. Project for new basket ball courts will be announced. Other activities could be organized around this Sept. 20 event, as a mini-ArtWalk Alive. Times and order of events have not yet been established. We agreed this sounds like a good event to inform the community about (especially given that Art Walk Alive got cancelled this year).

Action Item: Lee will send Doug a reminder to send us information about all these events. Lee will post info on the website.

4. Update on NOTANA. Jeffery said NOTANA members had expressed concern about maintaining existing Art Walk structures. This should be brought to attention of AW2 people.

5. NOTABA website. Lee noted that he had trained Priscilla on Admin functions, and had set up Swithun and Village Idiots on website; he still need to set things up for Kinections. Lee wants to convert to new calendar starting October 1, 2009. There was a brief discussion about how we might enable the NOTABA site calendar to draw information from individual business’ calendars (so people don’t have to enter their information on two calendars). This is not feasible now. A workaround is for a business, say, MuCCC, to insert a line every day on NOTABA’s calendar linking over to the MuCCC calendar. **Action Item:** Lee will advise everyone to do their October listings with the new calendar.

6. NOTABA balance: \$1529.56

7. **The next meeting is scheduled for Friday, September 11, 9:30 a.m. at OS-cubed, at Village Gate, 207 N. Goodman Street, 4th floor.**

Action Items:

- Susie – Banners, signs, window clings
- Lee – Contact Doug about AW2-related events; new calendar reminder; forum reminder
- Jeffrey -- Membership brochure & business card; contact Shawn Dunwoody
- Matt – needs updated insurance forms and list of projects from Susie or Lee
- Doug – will send info on upcoming AW2 design workshops and related events
- Priscilla – Meeting reminders: September 11, 2009 9:30 + 10:30 meetings on signs and banners; revive and improve map showing potential banner locations.