

FINAL

**CITY OF LEBANON  
ARTS & CULTURE COMMISSION  
MINUTES, JANUARY 28, 2020  
20 WEST PARK STREET, LEBANON, NH  
3<sup>RD</sup> FLOOR – ROOM 385  
6:30PM**

**MEMBERS PRESENT:** Jessica Giordani (Chair), Ben Van Vliet (Arts Org. Rep.; UVMC), Robert Welsch (Heritage Commission), Karen Zook (City Council Rep.), Bill Dunn (EVEC Rep.), Joe Clifford (Vice Chair), Nick Gaffney (Arts Org. Rep; AVA Gallery), Devin Wilkie (Citizen Rep., Ward 2), and Rebecca Foster (Citizen Rep., Ward 1)

**MEMBERS ABSENT:** Sherry Fiore (Alt.)

**STAFF PRESENT:** David Brooks, Planning & Zoning Director

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**1. CALL TO ORDER:** Chair Giordani called the meeting to order at 6:30pm

**2. APPROVAL OF MINUTES:** November 26, 2019

Page 1, Line 26: change \$14,000 to \$1,400.

*Ms. Zook moved to approve the November 26, 2019 Minutes as amended.*

*Seconded by Mr. Wilkie.*

*The MOTION passed unanimously (9-0).*

**3. OTHER BUSINESS:**

A. **Discussion Re:** ‘Tis the Season wrap-up

Mr. Gaffney noted that AVA’s open house was well-attended and that it should be possible to do more if the Commission starts planning efforts earlier next year. Mr. Van Vliet mentioned that the UVMC’s events were also successful, but there were logistics to be worked out relative to the caroling and tree lighting. Chair Giordani mentioned that there were 15 vendors at the Farmers Market. Vice-Chair Clifford noted that City Hall was packed with people for multiple activities and events, including the Revels presentation. He noted that the ‘Tis the Season event could become a signature event for the City with more planning.

B. **Discussion Re:** Friends of the ACC

Chair Giordani mentioned that they are still working toward achieving 501c3 status. Mr. Welsch mentioned that the Heritage Commission has also been researching this and that Heritage Vice Chair Mimi Hains may have additional information to offer. Mr. Gaffney noted that it was not difficult for AVA Gallery to be the fiscal agent for the fountain cover project and that he would obtain a final accounting of donations and expenses for that project. Chair Giordani mentioned that she would arrange a meeting with Ms. Hains. Mr. Brooks mentioned that he would initiate the process to retain professional services for the Commission to get this work completed in accordance with the City’s purchasing policy.

C. **Discussion Re:** ACC Logo or Brand

Tommy Reidy, a Lebanon resident with 30 years of corporate marketing, internal communications, branding and advertising experience, was present to discuss logos and branding with the Commission. He noted that the Commission needed to understand its mission and target audience before considering a logo

design. He noted that a logo has to mean something to be effective and should be designed look good regardless of how it is displayed. Mr. Reidy said the Commission needs to think about its role in the arts community, as a producer, a coordinator, and/or as a promoter of arts; who is the commission trying to serve; and what product or service can the commission offer that is of value to the consumer.

It was noted that the Commission's target audience may be outside Lebanon or may be the art producers instead of the general public. Vice-Chair Clifford said the Commission's current name is difficult to work with for branding purposes, but it may be possible to think of creativity in general. The Commission's existence should be an indication that the City values the arts and creative individuals, which has the potential to attract more of the same.

It was suggested that having a logo would help connect disparate organizations and events and could help build a cohesive community. Ms. Zook noted that Vital Communities' Local First Alliance may be a good analogy for the Commission to work from.

The members discussed the Commission's role around connecting organizations and artists together (glue) rather than as a producer of arts or events, and how best to deploy the Commission's resources. Ms. Zook noted that the promotion of events is part of what the Commission can provide to arts producers.

There was discussion about making sure West Lebanon community is not left out. It was noted that the Mascoma Bank property, River Park, or Seminary Hill School could be potential venues for arts or activities in West Lebanon. Ms. Foster noted that David Clem has expressed an interest in supporting the arts at River Park. It was also suggested that the Quail Hollow development be included as part of the West Lebanon community.

It was suggested that the Data Collection committee could begin gathering information about the percentage increase in business on show nights versus non-show nights. Vice Chair Clifford suggested that the Commission could have a role in helping to identify gaps in the programming calendar and generating data and information for arts producers to act on. The Commission should have a sense of what the community wants and needs and that would become part of the Commission's value-added services.

#### D. **Discussion Re:** Tunnel Discussion

Chair Giordani asked Mr. Brooks what role the Commission is expected to play with the tunnel project from this point forward and when their input or actions will next be required. Mr. Brooks stated that he would talk with the City Manager and the project manager to find out.

#### E. **Discussion Re:** Master Plan – 2020 project ideas

Chair Giordani noted that the working committees should plan to meet and develop potential project ideas for the coming year. It was suggested that the Programming committee develop the outline of a calendar of events for the Commission to work from and build on.

### 4. **COMMITTEE REPORTS:**

- A. **Exploratory Funding and Processing:** (K. Zook, R. Welsch, S. Fiore, B. Van Vliet): None
- B. **Civic Art:** (J. Giordani, S. Fiore, B. Dunn): None
- C. **Programming:** (K. Zook, D. Wilkie, R. Foster): None
- D. **Publicity/Marketing:** (J. Clifford, J. Giordani, R. Foster): None
- E. **Data Collection:** (D. Wilkie, K. Geurkink-private citizen, R. Welsch, B. Van Vliet): None

### 5. **OPEN DISCUSSION:**

Chair Giordani noted that the Pedestrian & Bicyclist Advisory Committee had commented on the current condition of the kiosks on the pedestrian mall and asked if the Commission could assist with getting them cleaned up and improved.

**6. ELECTION OF OFFICERS: Chair & Vice Chair**

Mr. Brooks noted that the January meeting was the Commission's annual meeting at which officers were elected. He summarized the nomination and election process and called for nominations for Chair. Mr. Welsch nominated Ms. Giordani to continue as Chair. There were no other nominations. Ms. Zook seconded the nomination. The vote in favor was unanimous (9-0).

Mr. Brooks called for nominations for the position of Vice Chair. Chair Giordani nominated Mr. Clifford to continue as Vice Chair. There were no other nominations. Mr. Van Vliet seconded the nomination. The vote in favor was unanimous (8-0-1) with Mr. Clifford abstaining.

**7. ADJOURNMENT:**

*Mr. Welsch moved to adjourn the meeting at 8:01pm.*

*Seconded by Vice Chair Clifford.*

*The MOTION passed unanimously (9-0).*

Respectfully submitted,  
David Brooks, Director of Planning & Zoning