



**SNOWMASS VILLAGE
ARTS
ADVISORY
BOARD**



SAAB MEETING NOTES

Thursday, November 17 @ 3:00 PM

PRESENT:

Linda Rennick, Chairwoman
Diane Oshin, Vice Chairwoman
Ghislaine Boreel
Lois Upper
Anne White
Joyce Shenk

STAFF PRESENT:

Julie Hardman
Dave Shinneman
Sara Nester

ABSENT:

Darlene Fridstein
Steve Sklar
Heather Quinn
Kelly Peters
Carol Bachelder
Timothy McEnerney

OTHERS PRESENT:

- ❖ **CALL TO ORDER:** Meeting brought to order at 3:00 p.m.
- ❖ The meeting minutes from October 27, 2022, were brought up for approval. Lois Upper made a motion to approve, second by Ghislaine Boreel.
- ❖ **Update on Ice Cube:**
 - There are no ice cubes – no update. SAAB members asked if we could take legal action. They also wanted to know who oversees follow up – Kyle Eckes.
- ❖ **Discussion of Information Obtained by Linda and Ghislaine:**
 - Linda and Ghislaine reached out to different towns across the nation. They spoke to people in Texas, California, and Colorado. The information that was found is that most Plein Air Festivals are run by museums, art galleries, or non-profits.
 - Town of Carmel charges an application fee, and there is a 40/50 split, and artists find their own housing.
 - Linda spoke to another town who mentioned that the event is very profitable for them. There is a 60/40 split between the town and the artists. They only have very high caliber artists. The event typically makes \$35K per weekend.
 - Julie and Dave chimed in and stated that the town holds events and acts as the liaison. SAAB deals with the planning, and the town will provide funds as needed. There was a suggestion to talk to Anderson Ranch about taking on the transactional part. The town isn't after making money, they want to showcase Snowmass.

The town doesn't need the 20% cut in sales. Julie and Dave suggested that working with Anderson Ranch, Challenge Aspen, or another non-profit and giving them the 20% cut.

- Julie doesn't want SAAB to stress about finances. It is still okay to look for sponsors, but we don't really need the money. Something that would be helpful is asking people to donate meals, volunteers for help with set-up and break-down, etc.
- Diane mentioned that there are sponsors that want to be involved. Let them donate what they want – non money would be easier, food, advertising, etc.
- There was a discussion that customers may be willing to pay more for paintings if SAAB is pair with a non-profit. Anderson Ranch is the boards top choice. Challenge Aspen may not be the best option as their name has Aspen in it.
- Julie told the members that if there is anything Plein Air related, to reach out to herself or Taylor.
- Sponsorships need to be figured out. The town can't take money and have SAAB give it to someone else. Ghislaine and Anne voiced concerns about not getting the non-profit letter out in a timely manner. Julie offered to reach out.

❖ Brochure “mockup”:

- Ghislaine and Anne have been working on a mock-up brochure. Ghislaine created a Facebook page and wants to do a webpage. Julie offered to host a page under GoSnowmass. Julie will get with Maria about layers on Snowmass website. Ghislaine was able to find someone who can do the website for \$500.
- Diane suggested checking to see if the URL would go directly to the website.
- There was a suggested that remaining art that wasn't sold at the Plein Air festival could be posted on the website.

❖ Further Festival Information:

- There was a discussion to talk to friends who are business owners in town and see if they'd like to donate. The group will work on creating a master list. Julie suggested putting together a spreadsheet with the needs and then to approach it.
- Diane mentioned that there were ten people added to the list from last year. The invite is scheduled to go out next week. The RSVP is due by December 20 before additional artists are asked. We are still working on judges.

❖ New Project:

- New art going into open spaces.
- Japanese gates – Ying Yang Trail.
- Divide Nature Trail out of lot 7 up the slay ride.
- Sculpture of butterfly with flowers that attract butterflies.
- Lois to message Bill Bueno about the rock garden idea – maybe February.
- Colorful children holding hands – possibly at the new Transit Center.

- Everyone please come with new project ideas for the next meeting.
- ❖ Community Development Director Updates:
 - Next meeting will be on December 15.

This meeting was adjourned at 4:08 p.m.