

Communications Committee Meeting
Wednesday, April 7, 2021 3-4 PM

Board members in attendance: Lisa Lillibridge, Bryan Parmelee
BCA staff in attendance: Ted Olson, John Flanagan, Joyce Cellars

1. Approval of agenda
 - a. Lisa moved, Bryan seconded
2. Communication Director's update
 - a. Home Studio was started in March 2020 – need to figure out how to refresh and integrate into hybrid physical/digital future
 - i. Fairly popular and good place for us to offer virtual offerings in one place
 - ii. Facebook group has been paused
 - b. Communications team working with City's Resource & Recovery Center (RRC)
 - i. Communications arm for Covid-related communications, particularly branding and look/feel
 - ii. John has since stepped away since hire of RRC staff, but Ted has been involved in design work
 - iii. John continues to provide City Cultural Services Report monthly to team
 - c. Highlight was a big success for BCA
 - i. Signal Kitchen team, Zach did great job moving event to an all-virtual space
 - ii. Community responded positively
 - iii. Plan on offering virtual component to event going forward
 - d. Gallery & exhibitions
 - i. Only closed for 3 months during Covid
 - ii. Have hosted 8 shows during Covid
 - iii. Virtual audience continues to grow – impressions on 4 past exhibits have exceeded all past virtual exhibition offerings
 - e. Social media community continues to grow
 - i. Upgraded offerings on YouTube include professional summer concerts footage, Art from the Heart videos, artist studio tours and talks
 - f. Education programs
 - i. Adult classes – in person/hybrid almost sold out
 - ii. Summer camps also almost sold out
 - g. New website almost complete
 - i. Ted and John met with Inclusive Arts Vermont to audit website accessibility
 - ii. Discussion around how to make alt text for images descriptive and accessible. Comms is planning to use an intern to do this work.
 - h. Supporting development department
 - i. Supported messaging/re-branding the shift away from membership model
 - i. Hiring marketing coordinator focused on social media
3. Spring and Summer 2021
 - a. Three festivals – Juneteenth, Jazz Fest, Festival of Fools
 - b. Discussion of City Hall Park programming
 - c. Summer exhibitions – Bubblegum Pop, Kaylynn TwoTrees

- i. Discussed press strategies Bubblegum Pop (Australian artists sharing instructions and virtually directing installation)
4. Discussion around communications department needs. John requested feedback from participating board members
5. Discussed adding committee members to this group. John and Joyce each suggested one potential new committee member
6. Move to adjourn
 - a. Bryan moved, Lisa seconded