



TOWN OF  
**NEWMARKET**  
NEW HAMPSHIRE

## **Arts & Tourism Commission**

October 4th, 2022 at 7:00pm

Town Hall

### **MEETING MINUTES**

Meeting called to order at 7:03pm.

In attendance: Val Toukatly, Debra Smith, Pam Myers-Morgan, Aimee Gigandet, Morgan Santos, Megan Brabec, guest Ed Hicks (Artist Among Us participant)

Valerie made a motion to accept the minutes from the last meeting. Pam seconded, they were approved.

#### **New Business**

- There was a clarification of the rules regarding the Commission, that Megan will have a vote going forward.
- Pam nominated Morgan as a possible candidate for Vice Chair moving forward. The Vice Chair will take responsibilities of the Chair when she is not able to. Megan seconded this nomination, all approved.
- We discussed that we are actively looking for a new Commission member, and Debra started the conversation of what we are looking for. It is understood that we currently have a large representation of the arts, and want to look for a “community-based” person. Ideal qualities identified were strategic thinker, collaborator, sees opportunities. Pam mentioned that we want to recruit someone with a connection to the town’s history. Debra noted that the ideal candidate appreciates the value of art, is a brand ambassador, has a connection to the community. It was suggested that when formulating a call for Chair members, we should describe our goals, not our responsibilities.
- Pam expressed that we should look into developing a plan for a community culture. Lead to a discussion of the term “tourism” vs. “culture” in the Commission title, because name and mission do not match. Megan put forth the question: do we need to change the name or change the mission? Pam proposed an initiative to reach out to various groups/organizations in town

and have them describe their feelings about the community, ex. “Newmarket is...” “Newmarket to me...” Her idea is to gather input, create a vision or goal based on that, then revise our mission statement accordingly.

Morgan had an idea for branding: “Arts, Culture, Tourism: ACT initiative”

- Aimee spoke to her experience at Parks + Rec about the idea of building events, projects, and programs that enrich the town culture. She provided perspective on how A+T came to be; there was no group in charge of artistic projects like the Elm St. mural.

## **Old Business**

- **Artist Among Us**

Retrospective: Debra said she noticed we did in fact have people coming to both locations; the two-location concept was difficult for us to maintain however. It was noted that the signage is reusable for next time. Pam suggested next time we utilize more of the library lawn.

Aimee suggested some additional things to consider: Events should be run on town property, for insurance reasons; such as Schanda park, Arbor park. This led to a discussion of Arbor park. It will be a good location for future arts events; though Aimee said we should push for Steve to have the shrubs there cleared, allowing more space for people to move around. The Giving Tree event will be held there soon, on December 3.

Debra drew the winner of the painting: Ed Fountain, who donated it to the Public Library. Debra notified Kerry at the library, and will notify the raffle participants after the meeting. The announcement was shared to social media.

- **Commission Bank Account**

There was a \$292 deposit to the existing \$918 balance.

Commission approved a \$200 expense to cover the banners and signage for the Artist Among Us.

It was briefly discussed that we should appoint an official treasurer for the Commission.

- **Elm St. Mural**

Steve, Bart and Debra will be meeting with Chinburg to discuss next steps; she should know more by the next Commission meeting.

Our next meeting will be held on November 1st, and the following on December 6th.

Pam made motion to adjourn, Morgan second, the meeting was adjourned at 8:34pm.

Respectfully submitted, Valerie Toukatly, Secretary