

Westport Art Advisory Committee
Otocast Sub-Committee Meeting
July 25th, 2018 9AM
Town Hall Room 212 D
Minutes
Deirdre Price, Committee Member

1) Review soft launch

- Launch went well but traffic was light, probably due to location on Taylor Place.
- Graphics were good especially the banner but the QR code on business card needs to changelink

2) We need your help with getting the right voices for each point of interest.
Please send suggestion of people you think might be important local voices.

3) We are looking for some additional researchers/writers that can participate in the development and writing of content Guides 3&4 are relatively far along and ready for a 2nd draft.

We need people that can focus and participate in 2-hour working sessions, with some followup. It can be you, or someone not on WAAC.

4) OVERALL SCHEDULE (Full launch date TBD)

- We will continue to make/test improvements to the app to help it to be more intuitive.
- Guide 1 - "Creative Community" - edits, and new recordings
- Guide 2 - is complete with revisions continuing
- Guide 3 Saugatuck & Riverside - complete by end of August
- Guide 4 Westport's Natural Beauty - complete by end of Sept
- Guide 5 WestPAC - Shoot for end of October but may come later (Meet with Tom Aug 10)

5) Meeting Schedule

Subcommittee meetings: Aug 15, Sept 12, Oct 17

Working meetings: potential dates...Guide 3 Aug 1, 8, Guide 4 Sept 5, 12

6) Team

Research team/working committee: Eve, Marion, Kathie, Judith (as needed Richard, Deirdre, Miggs)

Script Writer: Richard, other? Carole?

Final Editor: Nancy

Image Selection: Miggs, Eve, Marion, Kathie, Judith, Others

Marketing, Promotions, Events, Graphic Design & Media: Miggs, Eric, and Deirdre

7) Schedule next soft launch for Farmer's Market (early to mid October) and/or Blues, View and BBQ (Labor Day)

-Get table for Farmer's Market (early to mid October), Deirdre will email Kelle to set a date

-No table at Blues Views and BBQ