



Now Showing AT THE LIBRARY



Art Exhibitions

Concerts

Pop-Up Movie Nights

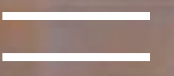
Podcasts

Collaborations & commissions

Effective
Connections with
Local Artists



Who am I?



Jeff Milo:
Marketing Coordinator
Noisemaker
Showbooker
Art Curator
Podcast Host
Punster
Idea Person (provided enough coffee)



What we'll cover

- Ferndale's Story
- What We Do and How We Do It
- Pitching To Your Director / Board
- Gear / Hardware Needed
- Curating Art / Booking Music
- Working With Artists
- Establishing Mutually Beneficial Partnerships
- Marketing / Promoting Your Programs
- Thinking "Outside The Frame"



Questions to Consider

A photograph of a musician with red hair, wearing a dark shirt and pants, sitting on a stool and playing an acoustic guitar. The musician is positioned in the center of the frame, facing slightly to the right. The setting appears to be a library or community room, with wood-paneled walls and several framed abstract paintings hanging on the wall behind the musician. In the foreground, the backs of several audience members' heads and shoulders are visible, indicating they are seated and watching the performance. The lighting is warm and somewhat dim, creating a cozy atmosphere. The overall scene suggests a community arts event taking place in a library.

Is this, literally, fit for our library & our community?

Do we have space and budget?

Is it worth staff time to pursue as a recurring program?

Do you want to invite community members in to help you run your art programming?

Can it be passive programming?
Where artists are invited in to show their work with low commitment?

...could you adopt more of an open mic set-up?

Is your board open to the concept and possibilities of bridging the LIBRARY with THE (local) ARTS?

OUR Story

Art & Music are both LEGACY programs

- Library Renovation in 2010
- New Board Members & Staff
- Sense of Whimsy & Experimentation

Live music programming started in 2009

Art Exhibitions started in 2012

Creative community outreach started in 2013

Displaying Art & Showcasing Musicians:

Rooted in Embrace of:

- Library as 21st Century Community Center
- Redefining Perceptions of what's possible under the roof of a library

Linden Godlove



Kelly Bennett



AND NOW

Art & Music are (mostly) coordinated by this staff member...

...who is somehow wearing the same shirt in every one of these slides...

But it can't be done by one person, alone:
We receive a crucial assist from our
Art & Exhibitions Committee

We also receive assistance from our
Friends Group, Director(s), and fellow
staff members...

SO....





What we do and how we do it



A Year of Art

6-8 Art Exhibitions
including:

Opening Receptions
Artist Q&A
Periodic Workshops

12 Concerts
including:

Solo Acoustic Songwriter Sets
Songwriters in the Round
Summer Concert Series

Creative Partnerships
Commissioning Local Artists
Tiny Art
Literary Model Drawing
Free Standing Displays
Prints Displays





Planning

Art Exhibitions are curated BY COMMITTEE
1 Staff Member, 1 Board Member, 3 Volunteers

Concerts are booked by consensus:
Staff Programming Squad + Approved by Director



Creative Community Partnerships:
**Fostered through Programming Squad, Director
Discussions & Approved by Consensus**



Consider This

Consider adopting a mission statement for your arts programming

1.)

This can guide your curation / discernment:

Is this artist a fit for our library?

Would showcasing them align with the goals of your mission?

2.)

A mission also outlines, for you and for your community, (and possibly the press), why it makes sense for a library to have art on display or host “loud” music events.

IF YOU BOOK THEM

THEY WILL COME

Booking

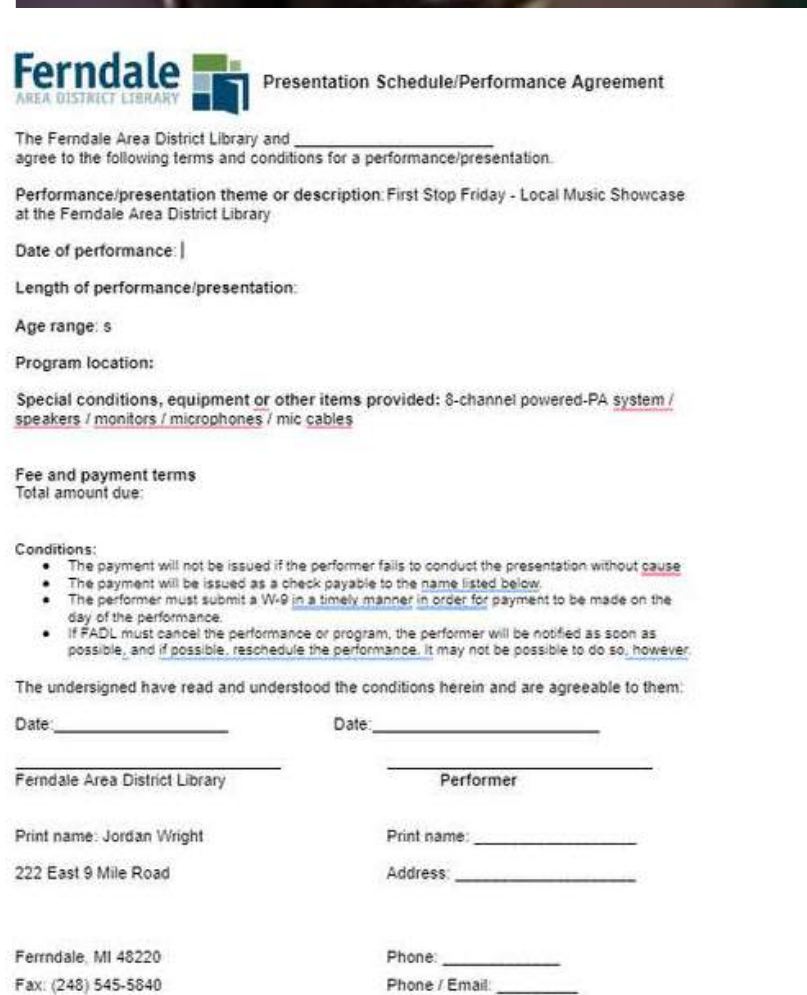
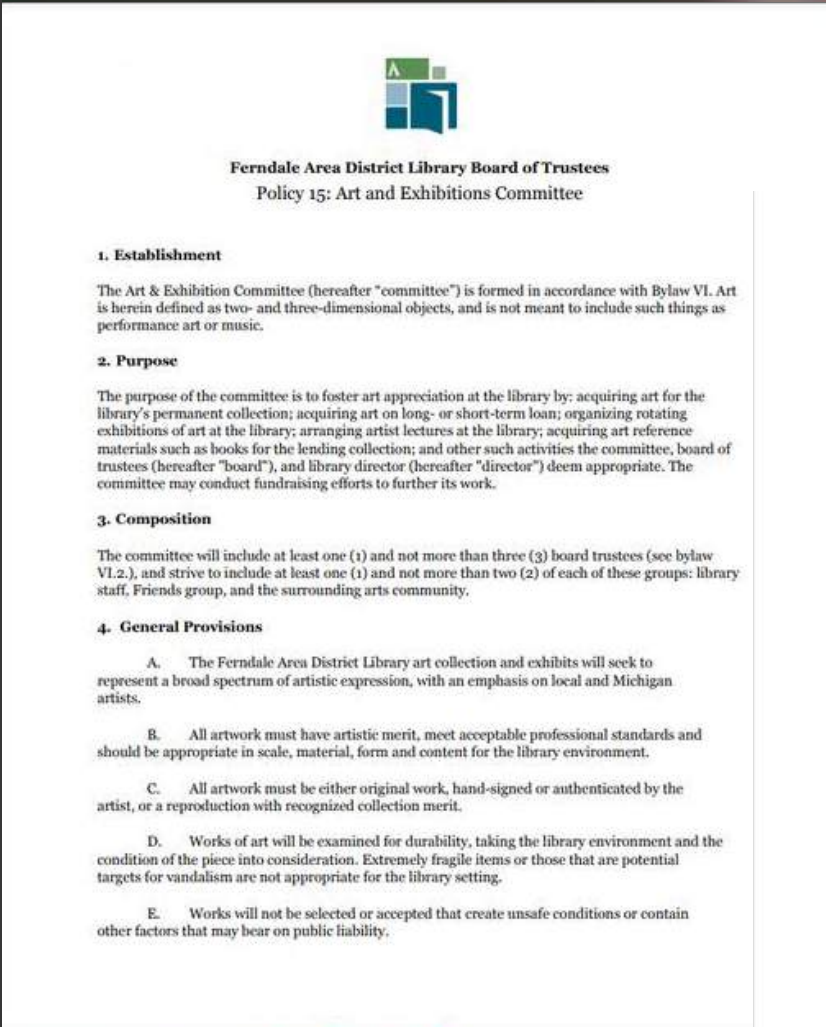


- What's our budget?
- Open Call? Or Deliberate Curation?
- Performer Contracts
- Communication & Expectation-Setting
- Share Your Flyer with Performers
 - Encourage them to promote!
- Follow-Ups, Follow-Ups, Follow-Ups



Agreements / Contracts

- Signing something feels committal
- Formalizes the partnership
- Sets Expectations
 - Obligations of each party
 - Provisions
 - Payment / Duration of Show



Policies

- Reiterates Mission / Purpose
- Transparency: What determines the nature and content of our exhibitions
- Separation of artist & library (“the views expressed...etc”)
- How to handle complaints
- Delineates Exhibitions vs Loans vs Purchases





GEAR

HARDWARE



PA System Package

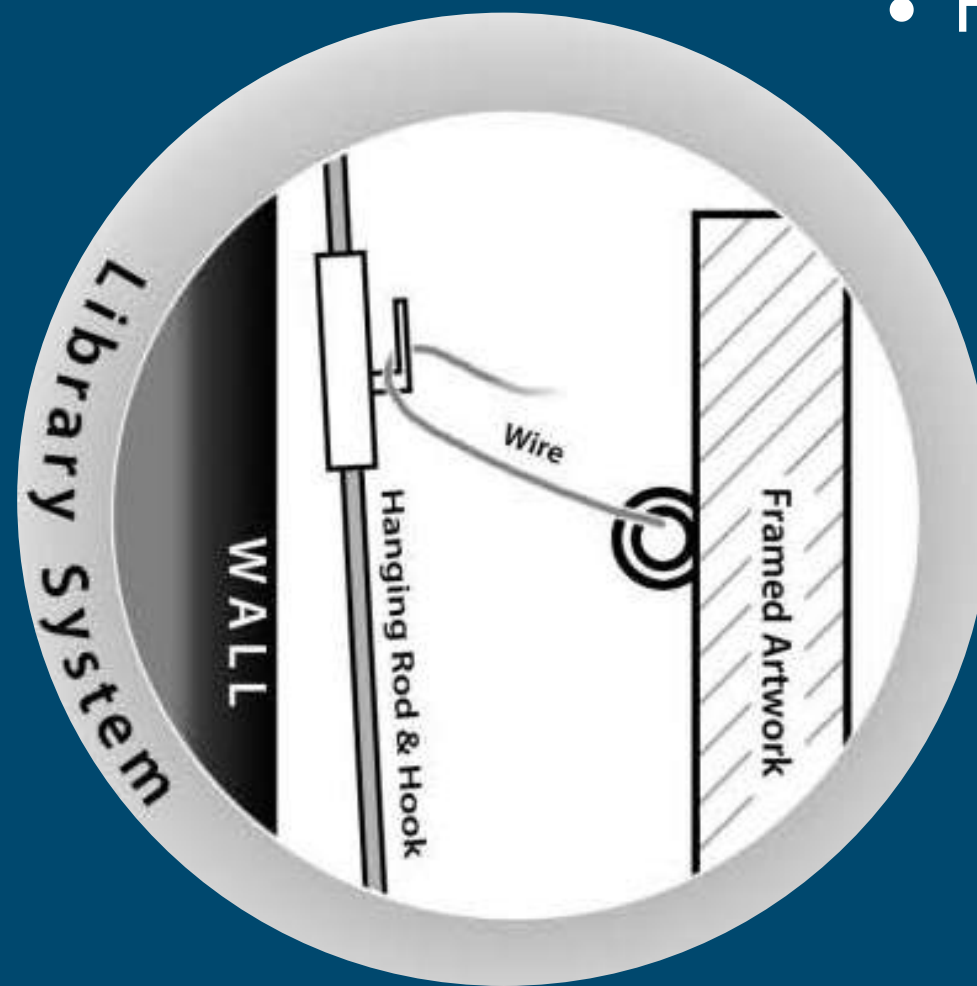
What we have:

- Mixer
- Speakers
- Monitors
- Tripod Stands
- Mics
- Speaker Cables
- Mic Cables

Art Exhibitions

What We Have:

- Rail Molding
 - to attach to molding
- Sleeves
 - descending down the side of the wall
- Rods (or cables)
 - descending down the side of the wall
- Hooks / Holders



All you need, on a budget:



4-channel powered PA/mixer
Speakers
Monitor (optional)

All you need, on a budget

- Molding
- Cables
- Hooks

Limits the weight
of the art that
can be displayed





Other options

Display Case
for 3-D / Free-Standing Art

Acrylic "Sign Holders"
for 2-D prints / sketches

Tiny Art on Display
around the library / service desks





Scheduling

- Artists are accustomed to booking far out in advance
- Make sure you're keeping things organized
 - **Spreadsheets for the win**
 - Spreadsheets should be shared with fellow programmers, directors, & Art Committee Members
 - Organize dates, contact information, contracts
- If you form an Art Committee, book monthly/bi-monthly meetings to review your schedule, pitch ideas, review submissions, etc.
- Keep in touch with your artists as the date for their exhibition gets closer
- Make sure you're updating your staff's calendar, whether it's G-Suite, Teams, etc

Artist	Installation	Dates	Reception	De-installation	DISPLAY CASE
Gemma Viner	July 16	July 16 - August 27	July 27	August 27	
Lisa Postzywie	September 16	September 16 - October 22	September 30	October 22	
Inda Solomon	November 29	November 29 - January 9	November 30	January 9	
Mara Magyarosi-Layher	January 14	January 14 - February 28	February 8	February 28	
Boisal Bissas	March 2	March 3 - April 7	March 10	April 7	
Group Show (Spring)	April 7-14	April 7 - May 19	April 21	May 19-May 28	
Ernest Carl Facier		May 19 or May 25 - June 29	June 23		Claudia St. Peter - JULY
Christopher Jarvis Photography		June 30 - August 11	July 14		Artscaple - August-September
ARTICIPATE GROUP SHOW		August 16 - September 29			Kate Bramlage - October
Kate Bramlage		October 5 - November 9			Bill Life Ceramics - November
					Alexandra Sotilano - December

Date of Show	Artist(s) Name	Contact Person	Email	Phone	Amount Offered	W.S	Contract
February 16	Clara				\$600.00		
March 16	Pamela Wilson-Gull				\$300.00		
April 16	Mira Ward						
June 16	Dan Daring	Olivia Gargano	danzaringman@gmail.com		\$1,000.00	NECD-144	June 16-20 2023
July 16	Olivia Gargano	Olivia Gargano	oliviagargano@gmail.com		\$1,000.00	NECD-144	Revised
August 22	Theatre Ozama Orchestra	Janice James	josh@theatreozamaorchestra.com		\$1,000.00	NECD-144	June 16-20 2023
October							June 16-20 2023
November							June 16-20 2023
December							
2024							
March 16							
April 16							
June 16 - June 28	Dan Daring						
July 16	Olivia Gargano						
August 22	Theatre Ozama Orchestra						
October	Dan Daring	Olivia Gargano	oliviagargano@gmail.com				
November	Olivia Gargano	Olivia Gargano	oliviagargano@gmail.com				
December	Olivia Gargano	Olivia Gargano	oliviagargano@gmail.com				
February	Dan Daring						
March	Harry Murphy						
April	Audra Kubat						
May	George Montala						
June	Isa Daniels						
July	Fiorina Rucka						
August	Manous Elliot						
October	Vanessa						
November	Kate Kincaid						
December	Carlyn Strick						
Total Budgeted							
Remaining Budget							



PROMOTING

(Strongly) Encourage your featured artist to help you promote the event

- They're used to self promotion
- But don't let them assume that you have a built in audience

Share any promotional materials you've prepared with your artist before posting

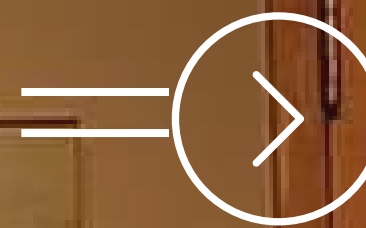
Some artists will offer to design their own flyers, but make sure you arrive at an arrangement that allows for consistency

Don't be afraid to nudge them to increase their promotional efforts

Draft a press release: Market the library "as a concert venue" or "as a gallery"



RUNNING ART EVENTS



- Embrace the chaos
 - You set up in advance, but the artist might have other ideas, preferences
 - Be as prepared as you can / do your best / “we’re a library, after all...”
- “Hurry Up & Wait”
 - There is some chill downtime interspersed, just play it cool
- Crowd Control
 - Make sure your audience knows where to go, when it starts, what to expect, & whether to bring their own chair
 - Two staff members “overseeing” an event provides peace of mind

Pitching to

Directors/Boards

- Arts Programming can be a bit costly to launch...
...but once you have the equipment in place, you're good to go
- Consider the charm offensive:
 - Having art regularly on display and hosting events that are inherently exciting, like a concert, could bode well for when the Millage Vote draws near...
- If it's not in your budget, consider: "...a little help from your FRIENDS?" Or a DIY Fundraiser?
- Grants available through the Michigan Humanities Council



“We have the coolest library...”

-Overheard at a Board Meeting



Daily Tribune
Artist's exhibit at Ferndale library ...

LOCAL NEWS Ferndale Library outdoor concert series to feature Chris Bathgate



MOST POPULAR

- 1 U.S. Supreme review evider Danielle Stisl
- 2 Thief hits Gol Bloomfield To
- 3 Some power County to cor crews make r
- 4 Salvation Arm Labor Day sal

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THINGS TO DO ENTERTAINMENT

Jazz ensemble to perform next in Ferndale Library free concert series



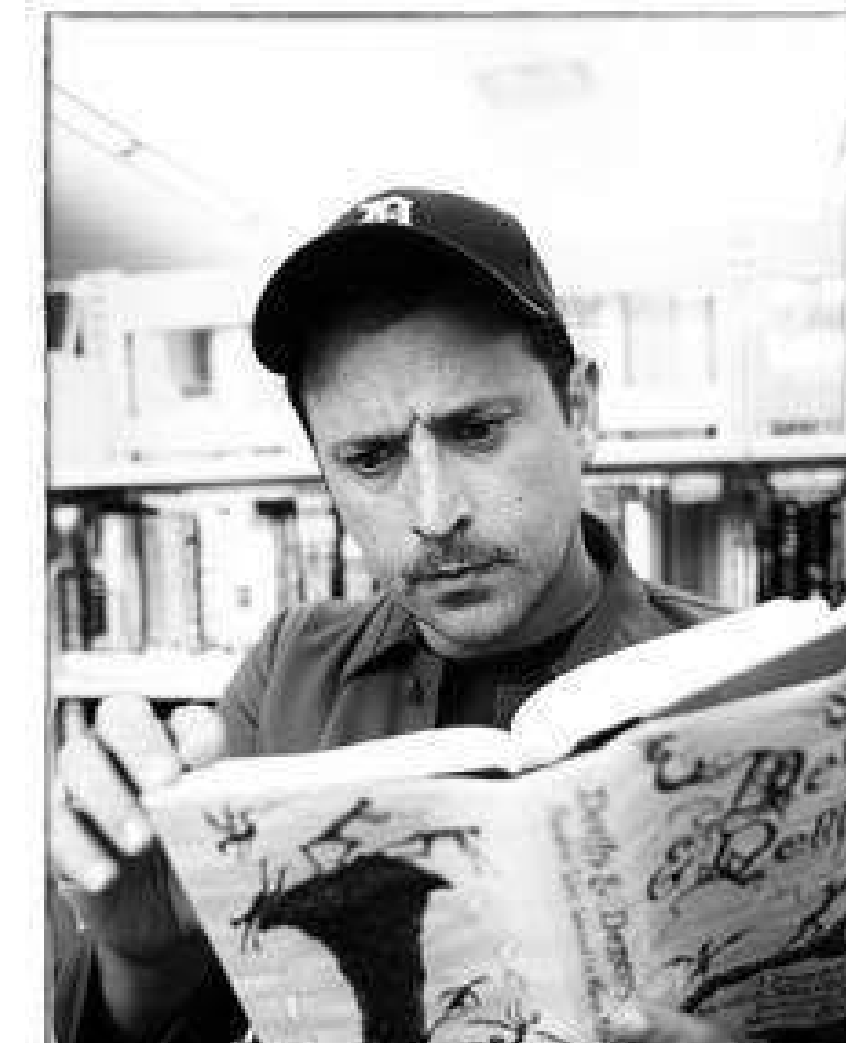
Benefits

of bringing artists into your building (& beyond)

Enhances the library's brand:

The library can thus be perceived as:

- a destination for the arts
- inherently hip
- helping to connect the community
- expanding an artists' audience
- celebrator / supporter of local artists
- capturing / celebrating art history





WORKING WITH ARTISTS -Musicians

Keep up constant communication

- Set Expectations
- Clarify “load in time”
- Directions to the library / parking info

Ask if they have special requests/preferences

- You are their host, but don't promise the moon
- They could be primadonnas but we at least want them to feel welcome/comfortable
 - Roughly 95% of them are not primadonnas

Learn your way around your PA/Mixer

Or consider contracting a “sound engineer” for the event



WORKING WITH ARTISTS

-Exhibiting Artists

Keep up constant communication

- Set Expectations / How many pieces, etc
- Invite them for a walk-through
- Show them the hanging system

Ask if they have special requests/preferences

- Particularly for their reception or promotion
- Ask if they'd like to do a Talk / Q&A

Decide on "Commissions"

- Our Art Committee "encourages" that 20% of any art sold be donated back to the library

Get creative with promotion





Extroverts

These programs require a degree of extroversion

That's it. That's the slide.



No, but seriously:

There will not only be instances in which you're interacting with artists who have a variety of personalities and "vibes," but you will likely be speaking to an audience, if only just for 60 seconds to introduce a band.

OTHER OPPORTUNITIES IN THE COMMUNITY

- Breweries
- Coffee Roasters / Cafes
- Galleries
- Ice Cream Parlors
- Farmers' Markets

Collaborations:

“Library-themed...”

Beer, Latte, Vegan Ice Cream
Original Postcard art, Flyer art,
Library Card designs,
...maybe a Mural for the library



Commissioning/ Collaborating

Artists: And Where To Find Them

- Visit local art fairs / farmers' markets / galleries
- Check with your/nearby Public Arts Commissions
- Scroll through arts-focused social media groups/forums

Dream up projects & pitch them

- Let them know your budget
- Offer realistic incentives
- Seek “a little help from your Friends”





Other Artsy Ideas

Screenings/Talks with local filmmakers

Local Author Fair

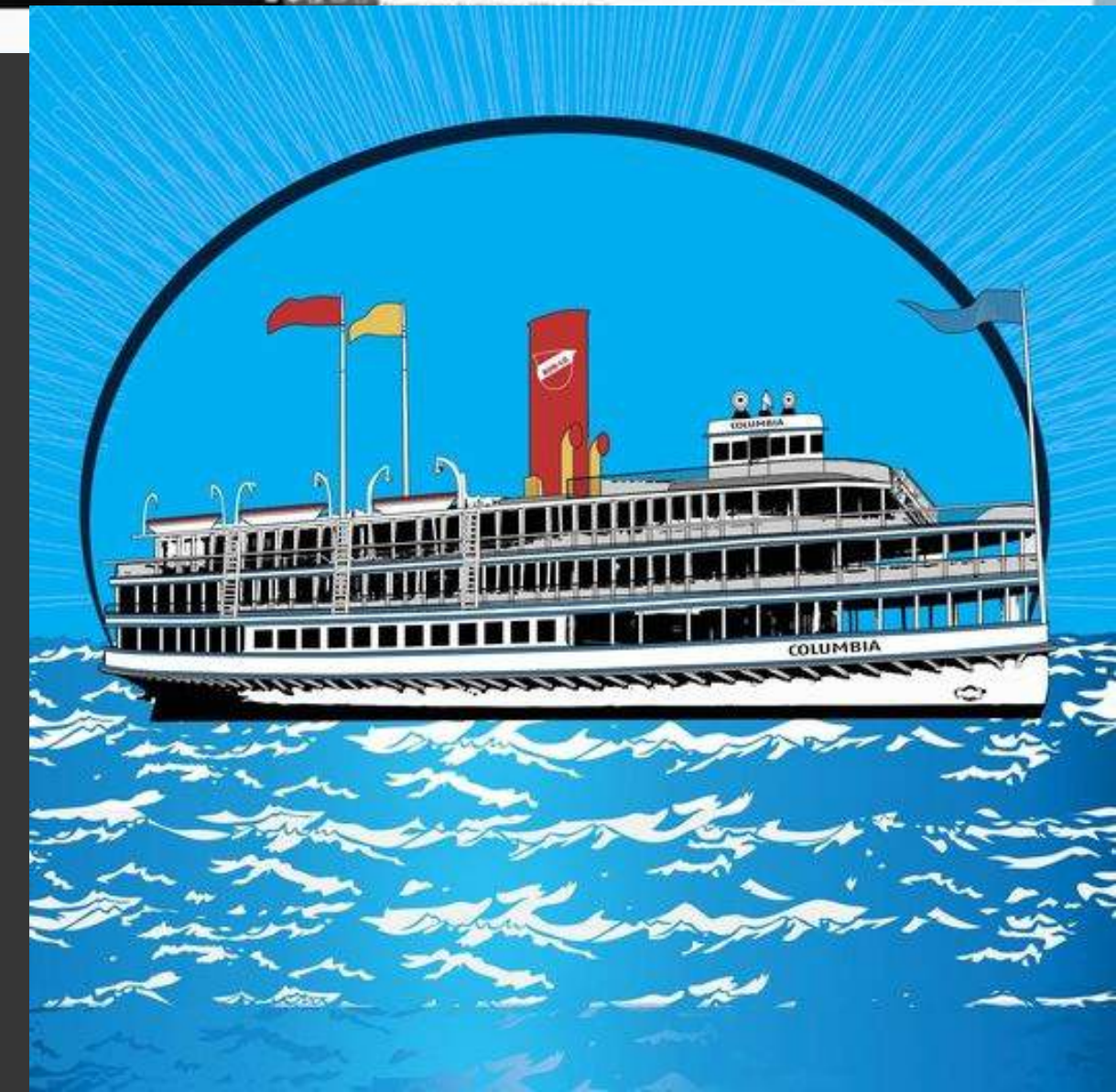
Pop-Up Movie Nights Around Town

Local Theatre / Play-Readings

Book Launches

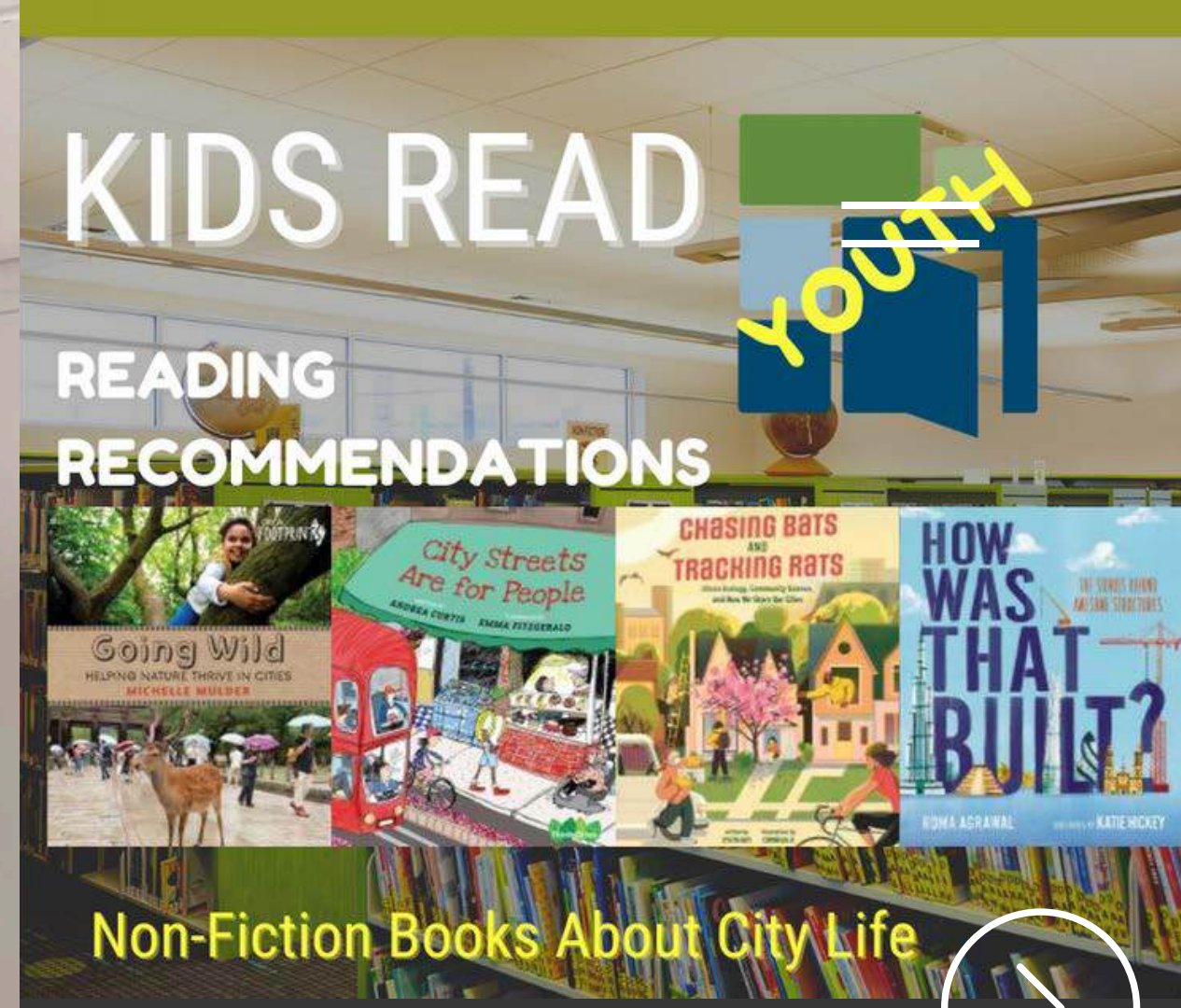
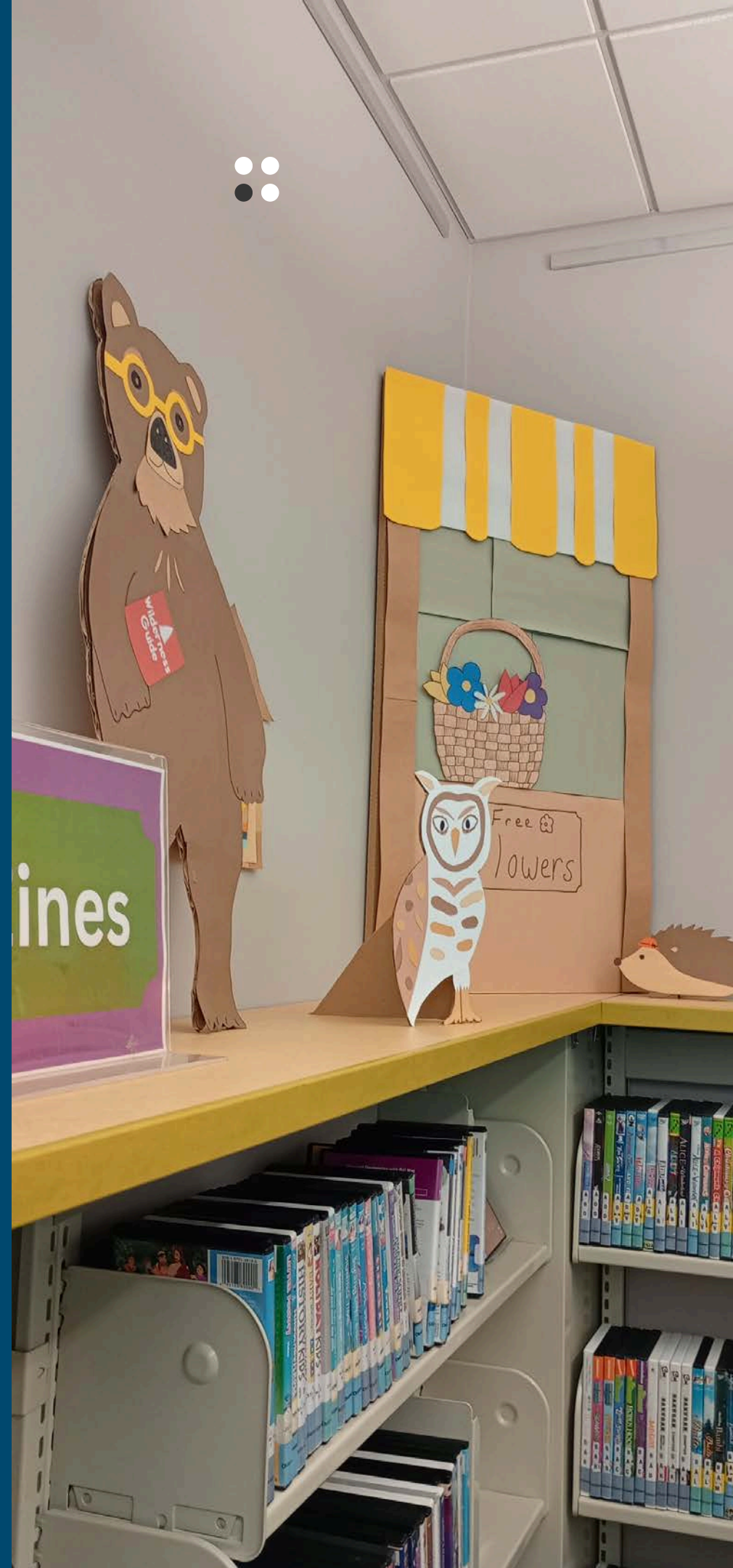
Art Historian (lectures)

Art Demonstrations / Workshops



Other Creative Opportunities

- Podcasting
- Blogging
 - Readers Advisory
- Decorating Your Library



Generate New Core Memories for Your Community!

Remember that time you went to the library and experienced:

- A free concert?
- A free art exhibition?
- A cool craft workshop?
- A free film screening?
- A cute tiny art show?
- A cool Q&A with curators, photographers, critics, etc
- A live anthology recording?

End Goal:

Super positive / exciting memories will stick with them...when they're in the voting booth during millage time!



**“Maybe the real
Arts Programming
was the
Marketing We Did
Along The Way”**



QUESTIONS?

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@ferndalelibrary

