



AgX Meeting  
Sunday, October 11, 2015  
AgX Space (Handcranked Productions)

Present:

Bryan Papciak  
Douglas Urbank  
Ernesto Livon-Grosman  
Frank Aveni  
Genevieve Carmel  
Matthew McWilliams (beginning)

Michelle Finn (± 2:00 PM)  
Morgan Hoyle-Combs  
Stefan Grabowski

Guest:  
Sarah Leon (WMOS)

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### Agenda

Waltham Mills Open Studios  
Budget & Finance Update  
Fundraiser Campaign & Possible Benefits  
Darkroom/Lab Buildout Update

### Other Items

Outreach & Website Update  
Equipment Donations  
Visiting Artists  
Firehouse Space, Brooklyn

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### WALTHAM MILLS OPEN STUDIOS

AgX meeting attendees met with Sarah Leon who is organizing the Waltham Mills Open Studios. She gave us an overview and told us the Waltham community was excited to have AgX as part of the event. There is a built in audience established by Handcranked and the community will be enthusiastic about AgX. AgX signed up at the final deadline. Matt provided a check for the \$100 fee. Sarah would like, ideally, 4 images which could include our logo and some working artist images or graphic images, plus a video and blurb for their website.

Doug mentioned Ethan Berry's Subdued Light promo as a possible video, which Ethan, who couldn't attend today's meeting, had suggested as a possibility. We will also need to select the images and provide a blurb as soon as possible. Sarah recommended a poster for the hallway, and Doug said that Brittany is already working on a poster for the event. Sarah provided a rundown of the event organization, including the handout which includes AgX, the participating buildings, parking issues, the dumpster, and the possibility of after-parties.

Bryan stated that Handcranked traditionally hosted an after-party Saturday night and the group agreed that it was preferable to shift the planned screening, party, and fundraiser launch to Saturday beginning around 6:30.

The group discussed possible events for Open Studios itself. Stefan suggested we might have some simple demos such as loading a Bolex or a splicing demo. He also suggested Ethan's time lapse super 8 film of the buildout could be looped via a super 8 cartridge projector. Bryan suggests running the fundraiser video every hour during the event. He reviewed his experience with Handcranked and Open Studios and had a number of insights and suggestions.

Sarah said that she was available to help with anything we need, and at that point left the meeting.

We then toured the space with Bryan relative to Open Studios, including the locked closet where we can store valuables. At this point Stefan is the only AgX member, aside from Bryan, who has a key to the closet. Bryan suggests we limit the number of keys. Bryan will most likely not be able to attend Open Studios. As we had discussed the possibility of showing 2D work, Bryan said he could clear a section of wall in the main hallway if we'd like, but we'd need to let him know soon. We also went across the street to the basement space where Sarah has postcards, posters and other materials for Open Studios.

AgX should have at least 2 members present during the fundraiser. It was suggested that 3-hour shifts would be manageable but that some members may be willing to be present throughout the day. A signup spreadsheet was suggested which Doug will post.

*[Note: The group did not discuss the Open Studios screening. As of today's meeting no one has stepped forward to curate the screening and collect films and videos, so that task remains.]*

*[At this point Matt had to leave the meeting.]*

## FUNDRAISER CAMPAIGN VIDEO

The group reviewed tech issues related to video projection with Bryan.

The group then reviewed Gen's update of the fundraiser video and agreed it was substantially improved. It now includes screen text repeating the reasons AgX needs funds and includes stills of members at work plus a clip from Ethan's time-lapse footage of the buildout. The group made suggestions for additional tweaks and Morgan will

supply additional material. Gen's available time is now limited but she will make final edits, and plan to deliver the video to Stefan by the weekend of October 17-18.

## WEBSITE

The group briefly reviewed, and approved, Frank's proposed site map developed with Matt.

The AgX site will be built with Drupal for its content management system, and Bootstrap, a front end framework for responsive design (the site content will conform to suit the screen size of the device it's being viewed, e.g. a desktop, phone, tablet, etc.).

The group looked at wireframes showing the basic layout of the content on the page (in full size desktop version) for the Home page, About page, and Resources page. These wireframes will be shared on the AgX wiki shortly.

Matt is working on the back end and has set up a development site and installed modules to provide the message board, event calendar, equipment reservation, and membership functionality.

Frank is working on the front end design, with help and input from other website group members. The estimated timeline puts the static/informational portions of the site (About, Contact, Resources) ready by Open Studios/Indiegogo with the functional features (Member Pages, Equipment Reservation) rolled out soon after. Updates to follow. The group discussed possible content limited to members.

## FUNDRAISER OUTREACH & REWARDS

### Western Massachusetts Outreach

Morgan is based in western Massachusetts and identified a list of institutions and organizations in his area that he believes AgX should target with information, including:

- UMASS Amherst
- Smith College
- Hampshire College
- Mount Holyoke College
- Amherst College
- Greenfield Community College
- Holyoke Community College

Morgan would also like to look into [Berkshire Film and Media Collaborative](#), Fitchburg State University and others. He believes that there are lots of filmmakers in the western Mass. area who he believes would be interested in becoming members. Morgan is willing to distribute information.

### Fundraiser Outreach

The group then discussed fundraiser rewards.

Stefan reviewed the list that he, Gen and Laura drafted at their initial committee meeting several months ago (reference Stefan's July 20, 2015 email "Important! Fundraiser plan of action"), and the group brainstormed others. They include:

- A Big Ole Thanks! (\$5)
- Balagan Posters
- T-Shirts, Tote Bags, Magnets
- Local Theater Passes (donated)
- Balagan Passes (donated)
- Doc Yard Season Passes (donated)
- End-of-Fundraiser Party for Donors
- AgX Memberships (for example, 1-year discounted @ \$750)
- Workshop Discounts
- Individual Workshop Participation (\$100)
- Off-Site Workshop
- Organization Workshop (± \$2,000)
- Cameraless Workshop (Bryan does one that's good for kids, \$500)
- Private Curated Screening (\$500 to \$1,000)
- Fandor, Mubi, Vimeo Introductory Account (donated)
- Magazine Subscriptions:
  - Incite, Cinema Scope, Cineaste, Canyon Cinema Zine,
  - Film Quarterly, Cabinet
  - (donated, possibly \$100)
- Residencies
- Film Books (Kathryn Ramey, Abby Childs, Stephen Broomer, Paul Clipson)
- Gamma Ray Digital Film Scanning (donated)
- Boston Camera Rental Discount (donated)
- Modulus Post House Discount (donated)
- AgX DVD or DVD set
- Original Artwork

Most of these items require immediate efforts to make contacts and ask for donations. The group will solicit help from AgX members who may have contacts with these organizations. Stefan would like to discuss an arrangement with AgX and Gamma Ray Digital for discounted rates.

Ideally we should limit the number of physical rewards requiring labor to produce and ship, however those may only need to be produced after the fundraiser ends and provided they are selected by donors. For example if no one elects an AgX t-shirt, we do not have to produce them. Regarding an AgX DVD, Frank would be able to author it and uses a company in Providence for production.

A spreadsheet is needed which includes the Reward, Type (physical non-physical), and Donation Amount.

The group identified the fundraiser audience, including:

- Friends and Family
- Local Filmmakers and Photographers
- Film Enthusiasts
- Broader Film Community, including internationally
- Local Creative Community

Gen will send a message out to the group focused on fundraiser outreach, including:

- Friends and Family
- Rewards Contacts and Resources from AgX Members
- Spreading the Word Generally

The group also discussed the AgX Facebook page and the need to encourage members to post to it.

#### VISITING ARTISTS & OTHER EVENTS

Stefan listed some of the many upcoming events for October:

October 17, 7:00 PM	The Films of Paul Sharits, Program Two, HFA
October 18, 7:00 PM	Crows & Sparrows Daniel Hui Screening, HFA
October 20, 8:15 PM	Stephen Broomer Workshop and Talk, AgX
October 21, 8:00 PM	Stephen Broomer, MassArt Film Society
October 22, time TBA	Kevin Rice, Frenkel Defects Film Program, pt.1 Harvard Carpenter Center, Room B04
October 22, time TBA	Kevin Rice, Frenkel Defects Film Program, pt.2 Harvard Carpenter Center, Room B04

In addition please note:

October 27, 7:00 PM	AgX Meeting, 300 Summer Street, Unit 13
November 7 & 8, 12-6 PM	Waltham Mills Open Studios

#### BUDGET & FINANCE UPDATE

No discussion.

#### DARKROOM/LAB BUILDOUT UPDATE

No discussion.

**NEXT MEETING**

Tuesday, October 27 at 7:00 PM at Doug's studio, 300 Summer Street, Unit 13, Boston.  
Members should bring prints and digital files for the Waltham Mills Open Studios  
screening event.

End of Meeting Notes  
Notes by Douglas Urbank