



AgX Meeting
Tuesday, October 27, 2015
300 Summer Street

Present:

Brittany Gravely
Douglas Urbank
Ethan Berry

Genevieve Carmel
Stefan Grabowski

Agenda

Waltham Mills Open Studios, Party & Screening
Fundraiser Campaign

The group reviewed a list of issues which need to be addressed for the November 7-8 events, as follows:

Open Studios Website AgX Listing and Subdued Light Sample
Posters and Distribution
Beer Donations and Snacks
Fundraiser Video Screenings during Open Studios
Demos and Events at Open Studios
Signage for Open Studios
Screening
Fundraiser Rewards
AgX Website

Ethan suggested that a Home Movie Day screening with discussion of film preservation might be a possibility for this or a future AgX open studio event.

Posters and Distribution: The group decided against silkscreen printing of the poster, given the time constraints and other work to be done. Instead Brittany will email the poster to the entire group for local distribution and to Ethan for larger prints for

Building 18 and around Waltham. Doug will contact Sarah Leon for guidance on Waltham distribution.

Facebook Page & Promotion: Gen will create AgX Facebook page for Open Studios and also for the Fundraiser. An additional page for the screening could be considered. Individual members will be encouraged to help with promotion via Facebook and Twitter, etc. For the event, Stefan suggested a small flyer visitors could take with them. He has a template for 4 graphics per letter-size print. Gen and Brittany will coordinate the press release and send to the AgX list. A number of individuals were named as possible contacts. Among them: Erin Frahan, Loren King of the Boston Globe, Greg Cook, Maddie Kaddish, Steve Cossman, Jake at Big Dig, Brian Glazer, various Hyperallergic writers such as Robert Moeller and Heather Kapplow, Brooklyn Rail, Max Goldberg of Cinemascope, Catherine Irving, Renee Dongo, the Frameworks and Labos listserves, and many others. Meeting attendees volunteered to contact the individuals they know.

Beer Donations and Snacks: Stefan will contact Sam Adams. Gen will contact Down East. The fact that AgX has non-profit status under Balagan enables companies to donate more. It was decided that, rather than pizza or something more substantial, we should offer simple snack foods such as nuts, crackers and cheese, popcorn, and candy. Candy would probably be on sale after Halloween.

Demos and Events at Open Studios: The group discussed a number of ideas for demos and displays during the event. Stefan can produce a DVD which can include the Subdued Light demo, the Fundraising video, and other member videos. Ethan will provide the Subdued Light demo. Gen has a few minor changes to the Fundraiser video and will send to Stefan. Doug can provide a flat screen TV. Ethan will provide a super 8 cartridge projector for the time-lapse film. Ethan suggested music for the "Lab Room." Doug can provide radio mixes. Demos can be casual and simple, such as showing cameras and other equipment, doing film loading demos. Ethan will bring old video mixer for possible live mix.

Lab Buildout Update: Ethan reported that Matt has completed work on the ventilation and the lab is very close to completion, with the exception of a small length of drain pipe. Stefan suggested it would be great to have enlargers in place for the event.

Screening: Stefan purchased new exciter lamps for the projectors. He will handle projection for the screening. Ethan will provide a super 8 projector. Stefan is also willing to curate the screening. We could consider a second screening on Sunday if

Fundraiser Rewards: The group reviewed rewards confirmed and possible additional rewards which Stefan entered into the online spreadsheet. Stephen Broomer has offered to donate a 16 mm print of one of his films, in addition to 5 copies of his book. A lot of follow-up will be required for the rewards. Link below:

<https://docs.google.com/spreadsheets/d/1KtWQMHPkqLF6zgJFzPdyVPfyVGMcCh9dvpjvmv2Uul/edit?usp=sharing>

Fundraiser Launch Updates: Gen stressed the importance of regular launch updates on the Facebook page, possibly daily, and on the Indiegogo page. She feels strongly that it's important to be generous back to pledgers with acknowledgements and cross-promotion. She also raised the possibility of shared links from other sites. She will need help from the AgX membership but will reach out to two individuals in particular. Several ideas for updates were discussed, including:

- Additional candid audio from Brittany and Rob recorded for the fundraiser video which could be broken down in segments for weekly promotion.
- Video testimonials from Jeff Silva, Ben Rivers, Guy Maddin, Stephen Broomer.
- Public Thanks.
- Clips of AgX members.
- I-week only or I-day only rewards.

NEXT MEETING

The group did not set a date for a future meeting.

End of Meeting Notes
Notes by Douglas Urbank