

MEETING MINUTES

Title	Nashua Center for the Arts Board of Trustees Community Benefits Subcommittee
Location	Room 208 City Hall
Date	June 19, 2026

Time Meeting Called To Order	9:09 am
Members Present	Trustees: Judith Carlson, Lindsay Rinaldi, and Jay Minkarah (joined 9:35 am); Mary Ann Melizzi-Golja of Nashua Community Arts; Colleen Pentland Lally of Spectacle Live.
Members Absent	Trustee Amber Morgan, Alderman Patricia Klee
Others Participating	

General Meeting Highlights/Notes/Brief Description of Meeting

- DRAFT -

The meeting was called to order at 9:09 am by Committee Chair Melizzi-Golja.
The Clerk, Judy Carlson, indicated a quorum of members was present.

MOTION: Lindsey Rinaldi moved to approve the September 27, 2024, meeting minutes,
Second by Colleen Pentland Lally.
Motion PASSED.

The chair welcomed the committee back and thanked the members for participating.

The Chair suggested that an Annual meeting date be identified. The Committee discussed options and determined that January would be a good time to meet.

MOTION: Judy Carlson: the Community Benefits committee meets every January, starting January 2027, with additional meetings called as-needed.
Second: Lindsey Rinaldi
Motion PASSED

Colleen Pentland Lally reviewed the Community benefits chart from the last meeting with the committee and made updates (see attached). She reported that all areas are in effect. Spectacle is booking **Youth Programming** through collaboration with the Community Enrichment Program of Nashua Community Arts and the Student Art Rotation at the Sandy Cleary Community Art Gallery. Spectacle provides complimentary/discounted **Community Tickets** whenever possible. The use of **Community Dates** is lower than in the past which may be a result of the facility no longer being "new" and the size of the venue may be too large for some community/non-profit events. Actorsingers presented the musical Company with a subsidy from Nashua Community Arts. The committee discussed the feedback that having to pay fifty percent of expected ticket sales is prohibitive for nonprofit performing arts groups to hold a date. Ms. Lally said she would look into the issue. The committee discussed the Arts Commission assisting with better use of the **Lobby Space** by arts groups for promotion. Feedback was given that the **Library Tickets** are well used. The **Non-Performance Spaces** are seldom used for events. The committee discussed tracking data for the use of each area to be used when reporting to the Board of Trustees.

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Judy Carlson noted that the May 2024 Community Benefits Committee Report needs some minor edits: in the first line, it is the Nashua Center for the Arts Board of Trustees Community Benefits Committee; under members, Lindsay Rinaldi is a Trustee; under section 5.25, it is the Sandy Cleary Community Art Gallery, and it features artwork from Nashua School District middle and high schools.

Lindsey Rinaldi led a review of the Community Benefits Brainstorm document dated 9/27/24 and made updates (see attached). It was agreed that both phase two and three are both successfully completed. In Phase 4, the suggestion to establish an internship program for Rivier and NCC was removed; Spectacle has an internship program already in place. The committee discussed the suggestion to help increase access to marketing reach for nonprofit hosted events. It was suggested that Spectacle hold additional marketing sessions. Judy Carleson volunteered to interview Nashua Community Music School for an article on their successful use of the Spectacle marketing guidelines for their annual gala. The committee discussed the possibility of developing a ticket pool. Colleen shared that Spectacle has a new position to focus on additional programming opportunities, such as book tours.

Remarks by committee members: None

Next Meeting: Friday January 22, 2027, at 9 AM Location to be Determined

MOTION: Jay Minkarah moved to adjourn,

Second: Judy Carlson.

Motion PASSED

Meeting adjourned at 10:27 am.

Respectfully submitted,
Judith Carlson, Clerk

Motion To Adjourn By	Trustee Rinaldi
Time	10:27 am
Next Meeting	January 22, 2027, 9 AM, Location To Be Determined

Community Benefits Brainstorm

Brainstorm notes taken by Lindsay Rinaldi

Color Key

- **GREEN is DONE**
- **ORANGE is low priority**
- **RED is next priority**
- Crossed out means the committee deemed this idea no longer applicable prior to or at the 6/19 meeting

Possible OA Reference #s have been added to each initiative.

OA Reference Key

5.22: Youth Programming

5.23 Community Tickets

5.24 Community Dates

5.25 Lobby Space

5.26 Library Tickets

5.27 Non-Performance Spaces

?: Doesn't currently fit within the OA

Phase 2

Minimal Effort, Little or No monetary resources needed

- **Use the Arts Center as a hub for increased arts awareness across the city [?]**
 - “Meet The Nashua Arts Scene” trifold brochure rack in the lobby
 - Arts orgs may submit trifold brochures of specific size to fit in the rack **[5.25]**
 - Affiliated nonprofit arts orgs may host an info table during select rentals **[5.25]**
 - Increase public access to gallery and facility **[5.25]**
 - ~~NAC or gallery people can staff the gallery 10am-2pm, with advanced notice, (not deemed as viable due to available volunteers)~~
 - Suggested coordinate with school vacation weeks and/or business lunch hour **[5.22 & 5.25]**
 - Potentially monthly/not weekly, all times are TBD
 - Add a behind the scenes tour at a set time

- Gallery receptions are already happening on select evenings
- Requested groups tours accommodated when possible

Summary of current Sandy Cleary Community Art Gallery Operations:

The Sandy Cleary Community Art Gallery offers the opportunity for local artists to exhibit and sell their artwork without a registration fee or commission. There are four rotating exhibitions annually, for three months each rotation. The Spring rotation is a Student Art Show organized by the Nashua School District, featuring artwork from K-12 grades. The other three rotations feature a mix of artwork by student, emerging, and recognized local visual artists with a goal of reflecting the demographics of Nashua, the most diverse city in New Hampshire. A Call for Artists to exhibit and sell their work is held each Spring. Spectacle Live publicizes the Call for Artists and an Artist Reception/Open House for each rotation. Funding and management of the Gallery is by a collaboration of Nashua Community Arts and the Nashua Arts Commission on behalf of Spectacle Management.

Phase 3

Some effort, Some monetary resources required

- **Suggested items to better access for nonprofit rentals [5.24]**
 - Publicize the process for requesting nonprofit rentals with tiered rental rates
 - Notes from Colleen: Local nonprofit rate is 50% — —2 different rates
 - Encourage a partner to create a process a support rental rates for Nashua nonprofit rentals [5.24]
 - Community Benefits Page contains all this info for rentals
- **Suggested Item to use the Arts Center as a hub for increased arts awareness across the city [?]**
 - Host an annual local talent showcase (similar to grand opening concert) [?] — -shift to every 5yrs or so
 - Encourage an outside organization or outside committee to be formed to spearhead this event. (not Spectacle)

Phase 4

Significant effort, Sustainable monetary resources required

- ~~**Suggested Items to increase access for local college students and young professionals who are interested in working in the arts [?]**~~
 - ~~Establish an internship program connection with NCC, Rivier, and other local colleges~~
 - ~~Would require a training system to be integrated within Spectacle Staff~~

- ~~Types of internships: Sales/Marketing/PR/Event Management/Sound Design/Technical Theater [?]~~—marketing interns mostly, tough for production team to supervise interns:
- Notes from Colleen: currently have interns from Northeastern in marketing. Makes every effort to post jobs and internship opportunities locally.
- ~~Consider an avenue to attract facility and ops talent (either as interns or PT staff) with NGG~~ Cannot create and supervise new internships on the tech side due to limited capacity
- **Suggested Items to increase access to marketing reach for nonprofit hosted events [?]**
 - Identify a partner who would establish a funding pool and budget for allocation to subsidize marketing efforts
 - ~~Could be executed by Spectacle as limited boosted social media ads [?]~~
 - ~~Could be executed by Nashua Arts Commission if staff becomes available [?]~~
 - ~~Would need to identify potential funding partners for this project [?]~~
 - Notes from Colleen: -establish a ticket pool/fund for tix for shows that can't paper, not sure what the marketing aid could look like
 - Many current building sponsors gets access to the building for 1 free date a year—can they share this with a nonprofit for a date?
 - Marketing pool idea for nonprofit—shift to community enrichment subcommittee of Nashua Community Arts
 - Create a marketing guide for nonprofit marketing help [?]
 - Add it back to the community benefits website if it's not already there.

Nashua Center for the Arts
Community Benefits Committee

OA Reference	Category	Obligation	Execution
5.22	Youth Programming	Provide an opportunity for youth programming pursuant to rules and regulations of the NCA BoT	Spectacle Live reviews booking opportunities on an ongoing basis for events catering to all demographics, including children and families. Events will be booked as viable opportunities are identified. (Examples: Winnie the Pooh, Peking Acrobats) Should a community organization wish to fund youth programming (i.e. science workshops, educational events for public school children), Spectacle Live can facilitate those activities, but will not initiate.
5.23	Community Tickets	Provide discounted or free tickets to low-and-moderate income patrons through community-based groups	The Community Tickets Program's mission is to provide complimentary tickets or tickets at discounted rate for Nashua-based community organizations that primarily serve low and moderate-income individuals. If you would like to request tickets for your organization, please fill out the form provided. Please note that all requests are subject to both ticket availability and artist contractual obligations. https://www.nashuacenterforthearts.com/community-ticket-program
5.24	Community Dates	Community dates shall be made available to Nashua non-profits at a discount or rent-free.	Community Dates may be booked by non-profit organizations residing within Nashua City limits. Nashua non profit organizations will be able to book the venue with a rental rate 25% of standard rental rates. This discount is for the rental of the venue only and does not include any technical equipment, labor, or additional services. Community dates are booked through Spectacle Live's established booking process. There is a web form on the NCA website for non-profit organizations to submit inquiries and book events at discounted rates.
5.25	Lobby Space	Space shall be made available in the NCA lobby for Nashua based artist groups to promote their respective art organization.	Brochure display available for Nashua-based arts organizations to display professionally printed, standard-sized brochures. Information is posted in the FAQ section of the NCA website. Spectacle Live will be updating this information on the website.
5.26	Library Tickets	Two free tickets per show will be provided to the Nashua Public Library for use by city residents	This program has been up and running since the building opened in April 2023.
5.27	Non-Performance Spaces	<u>Non-performance</u> spaces shall be made available during "off peak" hours to the city for free. Non-performance spaces shall be made available for local community based non-profit organizations up to four times per month during regular business hours. Subject to availability.	Information available on Community Benefits page of NCA website with timing and contact information.

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