



## REGULAR MEETING – ARTS AND CULTURE COMMISSION AGENDA

APRIL 7, 2026, 6:00 PM  
BY ZOOM VIRTUAL MEETING

To allow public access, anyone may access a meeting by telephone and/or Zoom, or a recording in the City of Norwalk YouTube channel. Specific instructions and links can be found at [norwalkct.gov/meetings](https://norwalkct.gov/meetings).



Members of the public may call in to participate. Callers will not be able to see the meeting participants. All participants will be muted upon entering the meeting. To speak, dial \*9 on the phone and you will be called on by the host of the meeting during the public comment section. All speakers must state their name and address. Comments must be on a topic on the agenda, and are limited to three minutes. Anyone disrupting the orderly conduct of the meeting, including by using threatening, hateful, or sexually-explicit language, will be removed. Please find the information using the link above.



Members of the public who wish to provide "live comments" may also use the Zoom meeting platform. All participants will be muted upon entering the meeting. To speak, click the "raise your hand indicator" and you will be called by the host of the meeting during the public comment section. All speakers must state their name and address. Comments must be on a topic on the agenda, and are limited to three minutes. Anyone disrupting the orderly conduct of the meeting, including by using threatening, hateful, or sexually-explicit language, will be removed. Please find the information using the link above.



Members of the public who wish to provide public comment are encouraged to submit those via email in advance of the meeting. For these comments to be included into the record, they must be submitted by 12:00 p.m. the day of the meeting. Please email Sabrina Godeski at [sgodeski@norwalkct.gov](mailto:sgodeski@norwalkct.gov) with the subject line "Public Comment" to provide written public comment prior to the meeting.

- I. **CALL TO ORDER**
- II. **ROLL CALL**
- III. **ACCEPTANCE OF MINUTES**
  - A. **Regular Meeting: March 3, 2026**
- IV. **PUBLIC PARTICIPATION**
- V. **OLD BUSINESS**
  - A. **Budget review current and future**
  - B. **April 30th event update**
- VI. **NEW BUSINESS**

**A. WPA Mural restoration project**

**B. Authorize the expenditure of the Commission's agreed grant amount to the Norwalk Conservatory of the Arts for Broadway in the Park.**

**ACCT: 011450-5723**

**VII. DISCUSSION**

**VIII. ADJOURNMENT**

**CITY OF NORWALK  
ARTS AND CULTURAL COMMISSION  
REGULAR MEETING MINUTES - MARCH 3, 2026  
VIA VIRTUAL MEETING VIA ZOOM**

**ATTENDEES:** Brian Kaspr, Steven Rust, Nori Grudin, Melissa Matuska, Janay Sylvester.

**STAFF:** Sabrina Godeski.

**I. CALL TO ORDER**

Mr. Kaspr called the regular meeting of the Arts and Cultural Commission to order at 6 PM.

**II. ROLL CALL**

Mr. Kaspr conducted roll call. All members were present, establishing a quorum.

**III. ACCEPTANCE OF MINUTES**

A. Regular Meeting: January 6, 2026

Mr. Kaspr asked if any members had additions or corrections to the minutes of the January 6, 2026, regular meeting. No additions or corrections were offered.

**\*\*MR. RUST MOVED TO ACCEPT THE MINUTES OF THE JANUARY 6, 2026, REGULAR MEETING.**

**\*\*MS. GRUDIN SECONDED THE MOTION.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

**IV. PUBLIC PARTICIPATION**

Ms. Godeski indicated that one member of the public wished to speak.

Ms. Diane Lauricella addressed the Commission. She expressed hope for improvements in administrative processes and planning. She emphasized the importance of including provisions in the Arts and Cultural Plan for accepting straight monetary donations for projects such as murals and holiday parties without granting donors control or favoritism over events. She referenced past challenges with partnerships and excessive requirements for donors.

Regarding the Connecticut Avenue/Route 1 underpass mural project listed under new business, Ms. Lauricella urged the Commission to avoid repeating issues experienced with the West Avenue and Ely Avenue mural projects. She recommended conducting a public listening session at the outset to gather input on themes and preferences before issuing an RFP, rather than seeking feedback after designs are developed. She stressed learning from past mistakes, incorporating public desires related to history and neighborhoods, ensuring greater fairness,

transparency, and better planning in mural competitions and processes, and applying these lessons for 2026 projects.

Ms. Godeski confirmed no additional speakers were present.

Mr. Kaspr thanked Ms. Diane Lauricella for her comments.

Ms. Grudin noted that the Commission makes recommendations but the final decision on the West Avenue mural rested with the Common Council, and that it is unfair to place all responsibility on the Commission.

Ms. Matuska stated that the Commission performs an initial screening using its expertise, gives priority to local artists, and ensures proposals fit guidelines and restrictions. She disagreed with having the public conduct the first screening, though she supported public input in subsequent stages.

Mr. Rust agreed with Ms. Melissa Matuska's comments and asked if anyone had a recap of the specific problems referenced by Ms. Diane Lauricella. Mr. Kaspr noted that the information is part of the public record and could be reviewed as needed, particularly as subcommittees move forward.

Ms. Grudin observed that the Commission frequently requests public participation but receives limited engagement until after decisions are made, at which point criticism arises. She expressed appreciation for Ms. Diane Lauricella's passion and wished for broader community involvement earlier in processes.

Mr. Kaspr acknowledged the valid points raised and suggested using upcoming community events to proactively encourage attendance at Commission meetings and gather input on desired projects, noting that community engagement is also addressed in the developing Arts and Cultural Plan.

## **V. OLD BUSINESS**

### A. Events update and review

Mr. Kaspr turned to Ms. Janay Sylvester for an update on the April event. Ms. Janay Sylvester clarified that the April 30 event is a collaborative group effort rather than one she is solely managing. She reported that she, Mr. Mark (not further identified), Ms. Sabrina Godeski, and Ms. Anna (not further identified) had recently discussed Make Music Day planning. For the April event, she requested that another meeting be scheduled soon to refine logistics, as the date and location are known but details require alignment.

Mr. Rust agreed to help organize a follow-up call with interested parties. He recalled that Mr. Bob (not further identified) and Mr. Mark had secured the venue at St. Phillips, with the event intended as a mix-and-mingle in conjunction with a concurrent show. He noted ongoing

discussions about possible performances including music and dance, and he planned to check in with Mr. Mark on progress.

Ms. Godeski reported that approximately \$14,000 remains in the event account, available through June 30. Mr. Kaspr encouraged using these funds for an additional event in May or June, such as a dance or music performance.

#### B. Art and Culture Plan approval update

Mr. Kaspr introduced the item, confirming with Ms. Godeski that it pertained to the consultancy work on the plan.

Ms. Godeski provided the update as follows: The Arts and Cultural Plan has already received approval from the Arts and Cultural Commission and from the Common Council, completing the two major approval steps. The plan is therefore technically approved at this time.

A public hearing is scheduled for the following night at 6:00 p.m. during the Planning and Zoning Commission meeting. The purpose of this hearing is to consider an amendment to the city's Plan of Conservation and Development (POCD) to formally incorporate the Arts and Cultural Plan into the larger citywide plan. This step is necessary to enable the city to request funding for implementation and execution of the plan's recommendations.

Ms. Godeski noted that the Planning and Zoning Commission holds two meetings per month. Following the public hearing, the second meeting—scheduled for March 18, 2026—will include the full vote on approving the amendment to the POCD.

Mr. Kaspr thanked Ms. Godeski for the update and clarified for the record that the comments made earlier by Ms. Diane Lauricella during public participation addressed the Commission's internal operating procedures and processes. He distinguished this from the current update, which concerns the broader, citywide adoption and integration of the Arts and Cultural Plan into the POCD for development and funding purposes.

## **VI. NEW BUSINESS**

#### A. Connecticut Avenue/Route 1 Underpass mural discussion

Ms. Godeski provided context on the proposed mural project at the Connecticut Avenue/Route 1 underpass, noting considerations such as content focus, potential inclusion of budget information in the RFQ/RFP, and provisions for donations. She highlighted additional costs not originally anticipated (such as on-site storage and lift rental) based on prior underpass experience, and the need to adjust the budget accordingly.

Mr. Rust asked about power washing and confirmed volunteer involvement in that task. Mr. Kaspr clarified that the location across from Matthews and Stepping Stones was the original concept, with the intention to expand outward from the existing center, though other locations remain possible.

Discussion followed regarding the mural process. Mr. Rust suggested the possibility of directly commissioning Five Fingers on a commission basis. Ms. Grudin proposed splitting funds to commission both Five Fingers and Oksana.

Ms. Godeski explained that arts procurement is exempt from standard processes, allowing flexibility, but the Commission established its own RFQ/RFP process for fairness and openness to artists and the public. She noted that the process can be modified.

Mr. Kaspr emphasized the importance of addressing AI-generated art in the upcoming process. He suggested incorporating parameters such as industry-standard file submissions, process documentation, source imagery, discovery sketches, and a clear through-line of development to verify authenticity and address copyright concerns. He recommended rigorous review at the proposal stage for shortlisted artists and noted that indirect language (e.g., requesting explanation if AI was used) has been used successfully elsewhere.

Ms. Matuska inquired about existing AI detection tools for art; Mr. Kaspr explained limitations of current detectors and the value of requiring process evidence such as time-lapse recordings or layered file histories.

## **VII. DISCUSSION**

No additional topics were raised under open discussion beyond those already addressed.

## **VIII. ADJOURNMENT**

**\*\*MS. JANAY SYLVESTER MOVED TO ADJOURN THE MEETING.**

**\*\*MR. RUST SECONDED THE MOTION.**

**\*\*THE MOTION PASSED UNANIMOUSLY.**

The meeting adjourned at 6:35 PM.

Respectfully Submitted,  
Courtney Baldwin  
Recording Secretary

Norwalk Arts and Cultural Commission

Budget Summary FY25-26

Dept	Account	Summary	Original Balance	Expenses	PO	Transfer In/Out	Balance
011450	5221	Printing & Duplicating	\$ 500.00				\$ 500.00
	5225	Secretarial Services	\$ 1,800.00	\$ (1,800.00)			\$ -
	5235	Membership & Dues	\$ 100.00	\$ (500.00)		\$ 400.00	\$ -
	5237	Advertising	\$ 1,000.00				\$ 1,000.00
	5258	Other Professional Services	\$ 8,000.00	\$ (9,238.99)	\$ (303.70)	\$ 1,550.00	\$ 7.31
		Miranda	\$ 8,000.00	\$ (7,696.30)			\$ 303.70
	5286	Business Expenses	\$ 2,500.00	\$ (1,381.76)		\$ (400.00)	\$ 718.24
	5329	Other Operating Supplies	\$ 800.00	\$ (800.00)			\$ -
	5623	Special Events	\$ 20,000.00	\$ (5,822.44)			\$ 14,177.56
		TOTAL					\$ 16,706.81



## Arts & Cultural Commission Partnership Application

### Purpose:

The Arts & Cultural Commission seeks to collaborate with organizations, businesses, and community groups on projects and events that enhance Norwalk's cultural landscape. Please complete this application at least 90 days before your proposed project or event.

### Instructions for Applicants:

1. Review eligibility guidelines before applying.
2. Complete all sections of this application in full.
3. Attach all required supporting documents (documents must be in PDF format):
  - Detailed project/event budget
  - Executed Conflict of Interest form
  - Marketing plan (if available)
  - Visuals or renderings (for public art projects)
  - Samples from past events/projects (optional)
4. Submit application at least 90 days prior to the proposed project/event.
5. If profits are generated, net profits must be shared with the Arts & Cultural Commission.
6. A final report, including financials, is due within 30 days of project completion.

Note: Submission of this application does not guarantee approval. Proposals will be reviewed by Commission staff and presented to the Arts & Cultural Commission for consideration.

### Section 1: Organization Information

Organization Name: The Norwalk Conservatory of the Arts

Primary Contact Name: Colin Hosten

Title/Role: Director of Development

Email Address: Colin.H@thenorwalkconservatory.org

Phone Number: 718-613-9433

Organization Address: 69 Wall St., Norwalk, CT 06850

Website: www.thenorwalkconservatory.org

Type of Organization:  Nonprofit  Business  Government Entity  Community Group  
 Other: \_\_\_\_\_

Is your organization politically affiliated?: Yes **No X**

Are there any particular community groups your organization services?: **Yes X** No

If yes, which groups or organizations? Youth, families, performing arts students, and Norwalk residents of all ages

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Tax ID Number / EIN: 86-2159959

Mission Statement:

Founded in 2018, The Norwalk Conservatory of the Arts is the only 501(c)3 institute of higher education accredited to grant bachelor's degrees in Norwalk, CT, and one of only a handful in the entire country to offer a 3-year BFA. Our mission is to provide exemplary arts education and training that is accessible and equitable to aspiring artists and students, and to create exceptional entertainment offerings that bring world class talent to Norwalk, and nurtures the next generation of stars on stage and screen. We want to make positive impacts through local connections and partnerships, and be an integrated resource for and contributor to the community throughout Fairfield County and beyond.

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## Section 2: Project / Event Details

Project/Event Title: Broadway in the Park 2026

Project/Event Date(s): Saturday afternoons in August 2026

Location/Venue: Oyster Shell Park, Norwalk

Estimated Attendance: 300–500 per performance (900–1,500 total across all three dates)

Target Audience: Families, children, Broadway fans, and all Norwalk-area residents

Brief Description of Project/Event (200 words or less):

Broadway in the Park is a free outdoor performance series held on three Saturday afternoons each August at the park in Norwalk. The Norwalk Conservatory's talented student and alumni performers take to the stage to bring beloved Broadway musicals to life, performing songs from Wicked, Hamilton, Aladdin, and more. Each date features a different program, giving audiences reason to attend all three. On-site food and beverage options allow attendees to plan an afternoon of fun in the sun. Broadway in the Park 2026 will build on last year's success by expanding community outreach to reach more families throughout Norwalk and beyond.

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## Goals & Community Impact

Goals of the Project/Event:

1. Bring high-quality, accessible musical theater to Norwalk's public spaces, enriching the city's cultural landscape.
  2. Provide our Conservatory students and alumni with meaningful live performance opportunities in the community.
  3. Strengthen community bonds by establishing a beloved annual summer arts tradition at an outdoor park
  4. Increase awareness of The Norwalk Conservatory of the Arts.
  5. Support the Arts & Cultural Commission's mission to enhance Norwalk's cultural vibrancy.
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Community Benefit:

Broadway in the Park provides low-cost access to professional-caliber live theater for all Norwalk residents, including those who may not otherwise access Broadway-style performances. The event activates our public parks as vibrant community gathering spaces, drawing hundreds of families each summer. It showcases emerging artists who are trained in Norwalk, helping to increase civic pride and inspiring the next generation of performers. On-site food and beverage vendors also support local economic activity.

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## Section 3: Financial Information

Total Project/Event Budget: \$16,000

Total Confirmed Funding (grants, sponsors, etc.): \$5,000

Requested Support from Commission: \$5,000 or describe:

Funding toward production costs (sound, lighting, wardrobe, etc) to facilitate free workshops for public school student

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Expected Revenue Sources: Ticket sales (GA & VIP), sponsorship packages, grants, donations

### Profit Projection

Anticipated Gross Revenue: \$12,000

Anticipated Total Expenses: \$16,000

Estimated Net Profit: \$0 (community-focused event)

Profit-Sharing Agreement:

Yes, I agree to 50/50 profit-sharing

Requesting alternative arrangement: No profit anticipated; event is community-focused.

## Section 4: Roles and Responsibilities

Your Organization's Responsibilities: Event production, performer coordination and rehearsals, ticketing, marketing, vendor management, on-site logistics.

Commission's Expected Role: Co-promotion of the event, partnership acknowledgment in all marketing materials, financial support toward production costs

## Section 5: Marketing & Acknowledgment

Acknowledgment Methods:

- Logo placement
- Verbal acknowledgment
- Social media
- Other: \_\_\_\_\_

## Section 6: Supporting Documents


Required Attachments:

- Budget
- Marketing Plan
- Visuals (fliers, marketing materials, photos)

## Section 7: Signature & Agreement

Name: Colin Hosten

Title: Director of Development

Signature: 

Date: April 3, 2026

### Submission Instructions:

Email completed applications and attachments to: [norwalkarts@norwalkct.gov](mailto:norwalkarts@norwalkct.gov)

Phone: 203-854-7948



# Broadway in the Park — Event Budget

The Norwalk Conservatory of the Arts | Norwalk CT | August 2026

## EXPENSE BREAKDOWN

Category / Line Item	Qty	Unit Cost (\$)	Total (\$)
<b> TALENT &amp; PERFORMANCE</b>			
Cast & Performer Fees	3	1,200	\$3,600
Guest Director / MD	1	800	\$800
Sound Engineer	3	250	\$750
Stage Manager	3	150	\$450
<b> PRODUCTION &amp; AV</b>			
PA System Rental	1	1,200	\$1,200
Microphones (wireless)	8	50	\$400
Stage / Platform Rental	1	900	\$900
Lighting (LED uplights)	1	400	\$400
Generator Rental	1	350	\$350
<b> COSTUMES &amp; PROPS</b>			
Costume Rentals	1	800	\$800
Props & Set Pieces	1	400	\$400
Makeup Supplies	1	150	\$150
<b> VENUE &amp; LOGISTICS</b>			
Park Permit / City Fee	1	350	\$350
Tent / Canopy Rental	2	300	\$600
Tables & Chairs	1	250	\$250
Portable Restrooms	2	200	\$400
Signage & Banners	1	300	\$300
<b> VIP &amp; SPONSOR PERKS</b>			
Bar Setup & Beverages	3	300	\$900
Popcorn Machine + Supply	3	80	\$240
Themed Merch / Drink Cups	75	4	\$300
Complimentary VIP Drinks	3	150	\$450
<b> MARKETING &amp; PROMO</b>			
Social Media / Digital Ads	1	400	\$400
Flyers & Print Materials	1	200	\$200
Email Campaign	1	0	-
<b> INSURANCE &amp; ADMIN</b>			
Event Liability Insurance	1	450	\$450
Credit Card / Ticketing Fees	1	250	\$250
Contingency Reserve	1	500	\$500
<b>TOTAL EXPENSES</b>			<b>\$15,790</b>



**THE NORWALK  
CONSERVATORY**  
OF THE ARTS

# BROADWAY IN THE PARK

*Marketing Plan*

The Norwalk Conservatory of the Arts

## TARGET AUDIENCES

### Primary: Families with Children (Ages 4–12)

The show lineup — Encanto, Frozen, The Little Mermaid, Moana, Aladdin, Tangled — speaks directly to parents seeking quality, affordable family entertainment. This group is highly active on Facebook and community platforms like Patch, Next Door, and local Facebook Groups.

### Primary: Broadway & Musical Theatre Enthusiasts

Adult fans of musical theatre who may attend independently or with friends. Engaged through Instagram, email, and arts community channels. Hamilton on the Aug 23 bill is a particular draw for this segment.

### Secondary: Local Community Members & Park-Goers

Norwalk and surrounding Fairfield County residents who may discover the event through signage, word of mouth, or local news. Low-barrier free-entry framing (general admission) reduces friction for spontaneous attendance.

### Secondary: Potential Sponsors & Business Partners

Local Norwalk businesses, restaurants, and organizations that benefit from community visibility. The \$250 Sponsorship Package offers an accessible entry point with compelling amenities including an open bar, unlimited popcorn, reserved parking, and branded merchandise.

## CAMPAIGN TIMELINE & PHASES

Timeline	Phase	Key Activities
NOW – Jun 30	Pre-Launch & Foundation	<ul style="list-style-type: none"> <li>Finalize show lineup / themes</li> <li>Create event logo &amp; key art</li> <li>Build event landing page</li> <li>Set up social media accounts</li> <li>Email list seed campaign</li> </ul>
Jul 1 – Aug 1	Awareness & Momentum	<ul style="list-style-type: none"> <li>Launch paid Facebook/Instagram ads</li> <li>Weekly countdown posts (behind-the-scenes, cast reveals)</li> <li>Partner outreach (local schools, restaurants, businesses)</li> <li>Distribute flyers to Norwalk libraries, coffee shops, parks</li> <li>Press release to Norwalk Hour &amp; CT media</li> </ul>
Aug 2 – Aug 15	Pre-Show Blitz	<ul style="list-style-type: none"> <li>Daily social posts &amp; stories</li> <li>Email reminders to ticket purchasers</li> <li>Spotlight each show's musical themes</li> <li>VIP &amp; sponsor confirmation outreach</li> <li></li> </ul>

Timeline	Phase	Key Activities
Aug 15 / 22 / 29	Show Days	<ul style="list-style-type: none"> <li>• Live social coverage (stories, reels, posts)</li> <li>• Audience check-in photo moments</li> <li>• Encourage attendees to tag @NorwalkConservatory</li> <li>• Capture content for next show promotion</li> </ul>
Post-Event	Follow-Up & Stewardship	<ul style="list-style-type: none"> <li>• Thank-you email to all attendees</li> <li>• Highlight reel / recap video posted</li> <li>• Engage with user-generated content</li> <li>• Sponsor acknowledgment post</li> <li>• Seed 2026 interest with teaser</li> </ul>

## STRATEGY

### Paid Social (Facebook & Instagram) — \$400

- Run geo-targeted campaigns within 15 miles of Norwalk, CT
- Audience targeting: parents of young children, musical theatre interest, ages 25–55
- Ad formats: event awareness, ticket conversion, retargeting past website visitors
- Budget split: \$200 for Aug 16 show launch, \$100 each for Aug 23 & Aug 30 boosts
- Creative: vibrant show artwork, short video clips, performer spotlights

### Email Marketing — \$0 (in-house)

- Segment existing NoCo list: past ticket buyers, gala donors, studio families
- Campaign cadence: Announcement → Countdown (2 weeks out) → Last chance (3 days) → Day-of details → Post-show recap
- Include ticket purchase CTA and forward-to-a-friend incentive
- Capture new subscribers via event landing page and day-of sign-in

### Community & Grassroots — \$200 (print)

- Flyers at: Norwalk Public Library, SoNo Collection, local coffee shops, grocery stores, parks
- Submit to community event calendars: Norwalk Hour, Patch, CT Post, Eventbrite
- Engage Norwalk PTA networks, church bulletins, and school newsletters
- Partner with local restaurants for cross-promotion (e.g., dinner & show package ideas)

### Press & Earned Media — \$0

- Send press release 3 weeks before Aug 16 to Norwalk Hour, CT Post, Hearst CT properties
- Pitch human-interest angle: student performers, community arts access, free outdoor event
- Invite local press/bloggers to attend Aug 16 as media guests
- Follow up after show 1 with photo/recap to secure coverage for shows 2 and 3

## SPONSORSHIP & PARTNER OUTREACH

The \$250 Sponsorship Package is both a revenue driver and a marketing multiplier — sponsors promote to their own customers and networks. Target a minimum of 10 sponsors across all three shows.

### Sponsorship Benefits

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- Business name/logo in event programs and signage
- Social media shout-out to NoCo's growing audience
- 2 adult + 3 child admissions with premium amenities (open bar, popcorn, merch cup, reserved parking)
- Exclusive front-stage viewing area — the best seats in the park

### Prospect Outreach Targets

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- Norwalk restaurants and bars (SoNo neighborhood, East Norwalk)
- Pediatric/family-focused businesses: dentists, tutors, pediatricians, kids' activity studios
- Local real estate agents and mortgage brokers (community visibility seekers)
- Fairfield County family brands and services

### Outreach Approach

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- Personal email/phone outreach beginning 8 weeks before Aug 16
- Follow up with a one-page sponsor benefits sheet (easy to share)
- Offer multi-show discount: all 3 shows for \$650 (vs. \$750 à la carte)



**THE NORWALK  
CONSERVATORY**  
OF THE ARTS

## Marketing for Broadway in the Park 2025

**THE NORWALK  
CONSERVATORY  
OF THE ARTS**

# BROADWAY IN THE PARK

**SATURDAYS IN AUGUST**  
8/16 · 8/23 · 8/30 4:00PM - 6:00PM  
MATHEWS PARK

WITH SONGS FROM

HAMILTON **WICKED** Disney **FROZEN**  
Disney **THE LION KING** THE AWARD-WINNING BEST MUSICAL  
Disney's **BEAUTY AND THE BEAST**