



## REGULAR MEETING – ARTS AND CULTURE COMMISSION AGENDA

OCTOBER 7, 2025, 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. **Special Meeting: September 10, 2025**
- IV. **PUBLIC PARTICIPATION**
- V. **NEW BUSINESS**
  - A. **Approve the allocation of \$1,270 from the Arts and Cultural Commission budget for the Halloween Nightfair Glow-in-the-Dark Art Installation and related activity.**
  - B. **Approve the Partnership Request Application and Guidelines.**
- VI. **OLD BUSINESS**

- A. Authorize the sponsorship for Thrown Stone Theater in an amount not to exceed \$2,600.

VII. ADJOURNMENT

**CITY OF NORWALK  
ARTS AND CULTURE COMMISSION  
SPECIAL MEETING – SEPTEMBER 10, 2025, 6:00 PM  
VIA ZOOM VIRTUAL MEETING**

**ATTENDEES:** Brian Kaspr (Chair), Danny Loftus George, Marc Alan, Melissa Matuska, Nori Grudin, Kevin Huffman, Steven Rust, Janay Sylvester (6:04pm).

**STAFF:** Sabrina Godeski.

**I. CALL TO ORDER**

The meeting was called to order at 6:03 PM by Mr. Kaspr.

**II. ROLL CALL**

Mr. Kaspr called roll.

**III. ACCEPTANCE OF MINUTES**

**A. Regular Meeting: August 5, 2025**

**\*\*MR. LOFTUS GEORGE MOVED TO APPROVE THE MINUTES OF THE AUGUST 5, 2025, REGULAR MEETING.**

**\*\*MR. ALAN SECONDED THE MOTION.**

**\*\* THE MOTION PASSED WITH TWO (2) ABSTENTIONS – MR. ALAN, MR. RUST.**

**IV. PUBLIC PARTICIPATION**

There was no public participation.

**V. OLD BUSINESS**

**A. Budget Review**

Ms. Godeski reported recent activity, including a \$550 expense for a networking mixer event. She noted there were advertising funds available for window clings and signage now that a logo exists for the Arts and Cultural District.

There was also discussion of a \$9,000 balance remaining for the MLK Corridor, which must be used within that area. The \$6,700 surplus in the Arts and Public Places program was attributed to donated materials for the West Avenue project.

Ms. Godeski clarified that such funds must be spent on public art in the public realm, classified as capital expenses, whereas special events have a separate \$20,000 budget line.

Ms. Grudin inquired if the funds could be used to redo traffic graphic boxes by the Maritime Center, which Ms. Godeski confirmed was the original plan.

Mr. Loftus George asked about a prior concept of temporary sculptures and whether that would qualify as a capital expense. Ms. Godeski confirmed, but added that single piece costs were prohibitively high. Mr. Alan remarked that capital could cover sculpture as well as traditional Works.

Ms. Godeski reported movement on the Donovan's mural restoration with landlord and condo association approval. Breck Morgan, the artist, would provide technical specifications and there may be a future proposal for partial funding from the commission's maintenance budget.

Mr. Kaspr asked for clarification on funding sources for the Ely Avenue fencing (which is grant-funded, not out of the \$100,000 program).

### **B. Update on Ely Avenue Fencing Mural**

Ms. Godeski provided an update that the voting for the mural winner would close around September 26, and the selection would be brought to the October 7 meeting, followed by the October 14 Common Council meeting for approval.

Ms. Godeski reported as of right now there were 492 public responses to the survey, with Option 1 (Oksana) receiving 61.4% and Option 2 receiving 38.6%.

There was then discussion about reconsidering the Five Fingas proposal after concerns were raised on social media, but both Mr. Kaspr and Ms. Matuska clarified that the process was already formally advanced and couldn't be reversed at this stage. The Commission acknowledged a need for future learning regarding artist disqualification and public response, and discussed community tensions.

Mr. Alan suggested another Art Speaks event to foster dialogue and healing within the arts community, a suggestion that received broad support.

### **C. Fall Networking Mixer Partnership with Thrown Stone Theater**

Ms. Sylvester introduced a documented proposal for a networking event at Thrown Stone Theater aimed at increasing venue awareness and featuring a mix of poetry, musical performance, and play excerpts. The event was proposed for November 6, with support requested for food, beverage, and promotional assistance from the Commission, and an anticipated attendance of approximately 200 people.

There was substantial discussion over whether commission funds should support a ticketed event. Mr. Alan and several commissioners voiced concerns that providing food and beverage for a paid event raised fairness and equity issues, especially as other established organizations are not similarly supported. Members suggested making the event free with a suggested donation to enhance equity and inclusion, noting the commission's past practice of supporting only free public events.

Ms. Godeski noted that funding requested would be typical of past events (\$800-\$1,200) and suggested that the commission begin experimenting with charging nominal amounts for some events to build future revenue streams, while Mr. Loftus George and others advocated for a clear and inclusive policy or application process for such partnerships.

There was agreement that for the current mixer proposal, staff would seek more information and encourage the event to be free, with future events potentially requiring an application process and explicit public benefit for support.

## **VI. NEW BUSINESS**

### **A. Discussion on Available Space in Wall Street Place Development**

Mr. Loftus George and Ms. Godeski led a discussion on a newly available, city-controlled arts and culture space at Wall Street Place, designated for a five-year term. The commission debated whether it would be feasible to self-manage the space or lease to an external organization.

Concerns were expressed about commission capacity and conflict of interest, especially as multiple commissioners or their organizations might be applicants for use of the space.

Ms. Godeski recommended developing an RFP/RFQ process focusing on strong public benefit components, prioritizing Norwalk-based organizations, and maintaining the ability for public programs. She explained the city would take the lead on infrastructure details, while the commission would contribute input on programming and public benefit requirements.

Possible program models suggested included using the space for galleries, split-use arrangements, combinations of fee and revenue share, and community-based activities. There was general agreement that an open, equitable RFP process with clear public benefit criteria would be developed before an occupant is selected.

## **VII. UPDATES AND DISCUSSION**

Ms. Sylvester opened discussion about hosting an additional event in the fourth quarter of the year, potentially a visual arts-focused event, recognizing that bandwidth is a concern for staff and commission members. Multiple commissioners suggested possible programming including outreach to youth, public school partnerships, and a holiday or Christmas craft fair with artist and maker booths.

Ms. Godeski said November would potentially be workable for city staff schedules, and the commission discussed leveraging existing contacts to invite artists or organizations. Potential venues included the Norwalk Public Library, the Sono Collection shopping center, and the Wall Street neighborhood.

Further suggestions included holding a silent auction in support of arts and youth programs, and collaborating with the Norwalk Symphony's December 7 concert for a joint event. All such ideas were noted as contingent on volunteers' ability to help plan and organize.

There was general consensus to form a working group to explore these options further and report back with a proposal at the next meeting.

Mr. Alan raised the prospect of reviving the Art Speaks panel discussion series as a way to bring together and unite the local arts community, an idea widely supported by the commission.

### **VIII. ADJOURNMENT**

**\*\*MR. ALAN MOVED TO ADJOURN THE MEETING.**

**\*\*MS. MATUSKA SECONDED THE MOTION.**

**\*\*THE MOTION PASSED. THE MEETING WAS ADJOURNED.**

The Arts and Culture Commission meeting adjourned at approximately 7:24 PM

Respectfully Submitted,  
Courtney Baldwin  
City of Norwalk Recording Secretary



CITY OF NORWALK  
Sabrina Godeski  
Director of Business Development & Tourism  
sgodeski@norwalkct.gov  
P: 203-854-7948  
Norwalk City Hall  
125 East Avenue, Room 122  
Norwalk, CT 06851

**TO: Norwalk Arts and Cultural Commission**

**FROM: Sabrina Godeski, Director of Business Development & Tourism  
Anna Breault, Special Events Coordinator**

**DATE: October 3, 2025**

**RE: Funding Request – Halloween Nightfair Glow-in-the-Dark Art Installation**

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I am requesting funding support from the Arts and Cultural Commission for a community art installation activity as part of the Halloween Nightfair. This project will engage attendees of all ages in a collaborative creative experience and result in a visually striking nighttime display.

**Project Description:**

We propose to install two 50-foot by 6-foot banners stretched between three light poles, creating a large, interactive canvas. Participants will be invited to use glow-in-the-dark paint and markers to decorate the banners with their own designs, messages, and Halloween-inspired imagery. Once complete, the banners will be illuminated by black lights, transforming the artwork into a glowing centerpiece of the event.

To ensure success, the Commission will also be invited to help staff and oversee this activity. In addition, the Arts and Cultural Commission will be provided a free booth at the Nightfair to showcase its mission, programs, and upcoming projects to the community. This will create both visibility and engagement opportunities with residents and visitors.

**Budget Breakdown:**

- Glow-in-the-dark paint and markers: \$300
- Banners (2 at 50' x 6'): \$700
- Black lights: \$60
- Hand washing station: \$150
- Ratchet straps: \$60

Total Funding Request: \$1,270

This project aligns with the Commission’s mission to support accessible, community-driven art while promoting Norwalk’s cultural identity. We respectfully request funding in the amount of \$1,270 to bring this interactive art experience to life at the Halloween Nightfair.



## **Arts & Cultural Commission Partnership Guidelines and Application Process**

The Arts & Cultural Commission invites partnerships with local organizations, businesses, and community groups to enhance Norwalk’s cultural landscape through collaborative projects and events. These partnerships aim to foster creativity, celebrate diversity, and strengthen the city’s cultural vitality by providing accessible and impactful arts experiences for all residents.

This document outlines the requirements and process for organizations seeking to collaborate with the Commission.

### **1. Eligibility**

To be considered for partnership, the applying organization must:

- Be a nonprofit, community group, government entity, or business operating within Norwalk or serving Norwalk residents.
- Demonstrate a clear commitment to arts, culture, and community engagement.
- Have the capacity and experience to plan, manage, and execute the proposed project or event successfully.
- Be in good standing with the City of Norwalk, with no outstanding taxes, fees, or compliance issues.
- Agree to adhere to the Commission’s values, including inclusivity, accessibility, and respect for diversity.

### **2. Partnership Opportunities**

The Commission may partner with organizations in the following ways:

- Event Co-Sponsorship – Collaborative public events such as festivals, performances, workshops, or cultural celebrations.
- Public Art Projects – Murals, sculptures, installations, or other art activations in public spaces.
- Community Engagement Programs – Arts education initiatives, outreach programs, or projects that connect underrepresented communities to cultural opportunities.
- Marketing & Promotion – Cross-promotion through Commission platforms to increase visibility and attendance.

Note: The Commission’s involvement may include funding, promotional support, or logistical assistance, depending on available resources and alignment with its mission.

### **3. Partnership Requirements**

To ensure transparency and alignment, all proposed projects or events must meet the following criteria:

- **Accessibility & Public Benefit:** Events must be open and accessible to the public and demonstrate measurable community impact (e.g., increased cultural participation, economic activity, or artist support).
- **Compliance with Laws & Permits:** The partner organization is responsible for obtaining all required permits, licenses, and insurance.
- **Clear Financial Planning:** A detailed budget must be provided showing all revenue and expenses.
- **The Arts & Cultural Commission must approve all ticketing, vendor fees, or other revenue-generating activities prior to the event.**
- **Profit-Sharing Requirement:** If there is any profit generated from the project or event, net profits must be shared with the Arts & Cultural Commission.
  - The standard profit-sharing split is 20/80, unless otherwise negotiated and outlined in the partnership agreement. This will be dependent on the amount of funding contributed.
- **Partners are required to submit a post-event financial report, including receipts and documentation of revenue and expenses, within 30 days of the event.**
- **Marketing Acknowledgment:** The Commission must be clearly recognized on all promotional materials and in media releases as a partner and/or sponsor.

#### **4. Application Process**

##### Step 1: Submit an Application

Organizations must submit a Partnership Application Form at least 90 days prior to the proposed event or project launch.

Applications must include:

- **Organization Information** – Name, contact details, mission statement, and organizational structure.
- **Project/Event Description** – Goals, location, timeline, target audience, and anticipated outcomes.
- **Budget Overview** – Total budget, expected revenue streams, confirmed funding, and requested support.
- **Profit Projection** – If applicable, estimated profits and plan for profit-sharing with the Commission.
- **Supporting Materials** – Images, renderings, or samples of past work (if applicable).

##### Step 2: Staff Review

Applications are reviewed for completeness and eligibility.

Incomplete applications will be returned for revision before moving forward.

### Step 3: Commission Review

Applications will be presented at a regular Commission meeting for review and vote.

Evaluation will focus on:

- Mission alignment with Commission goals.
- Community benefit and cultural impact.
- Financial feasibility, including transparency of revenue and expenses.
- Appropriate handling of profit-sharing requirements.

### Step 4: Partnership Agreement

If approved, a formal agreement will be signed by both parties, clearly outlining:

- Roles and responsibilities.
- Marketing and acknowledgment requirements.
- Profit-sharing terms.
- Financial and attendance reporting obligations.
- Deadlines and deliverables.

### Step 5: Final Report

Within 30 days after the event/project, the partner organization must submit:

- Final attendance numbers and demographic data.
- A complete financial report, including documentation of revenue, expenses, and profit-sharing payments.
- A summary of successes, challenges, and lessons learned.
- Photos or documentation of the event/project.

## **5. Timeline Overview**

<u>Step</u>	<u>Action</u>	<u>Timeline</u>
1	Application Submission	90+ days before event
2	Staff Review	Within 2 weeks of submission
3	Commission Review & Vote	Next scheduled Commission meeting
4	Partnership Agreement Signed	Within 2 weeks of approval
5	Final Report Submitted	Within 30 days after event

## **6. Evaluation Criteria**

<u>Criteria</u>	<u>Weight</u>
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Alignment with Commission mission	35%
Community benefit & engagement	35%
Financial clarity & sustainability (including profit-sharing plan)	20%
Feasibility of execution	10%

## 7. Contact Information

For questions or to submit an application:

Email: [norwalkarts@norwalkct.gov](mailto:norwalkarts@norwalkct.gov)

Phone: 203-854-7948



## 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:
  - Detailed project/event budget
  - 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: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Title/Role: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Website: \_\_\_\_\_

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

Tax ID Number / EIN: \_\_\_\_\_

Mission Statement:

**Section 2: Project / Event Details**

Project/Event Title: \_\_\_\_\_

Project/Event Date(s): \_\_\_\_\_

Location/Venue: \_\_\_\_\_

Estimated Attendance: \_\_\_\_\_

Target Audience: \_\_\_\_\_

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

**Goals & Community Impact**

Goals of the Project/Event:

Community Benefit:

### Section 3: Financial Information

Total Project/Event Budget: \$\_\_\_\_\_

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

Requested Support from Commission: \$\_\_\_\_\_ or describe:

\_\_\_\_\_

Expected Revenue Sources: \_\_\_\_\_

### Profit Projection

Anticipated Gross Revenue: \$\_\_\_\_\_

Anticipated Total Expenses: \$\_\_\_\_\_

Estimated Net Profit: \$\_\_\_\_\_

Profit-Sharing Agreement:

Yes, I agree to 50/50 profit-sharing

Requesting alternative arrangement \_\_\_\_\_

### Section 4: Roles and Responsibilities

Your Organization's Responsibilities: \_\_\_\_\_

Commission's Expected Role: \_\_\_\_\_

### 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: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Submission Instructions:

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

Phone: 203-854-7948



## A PROPOSAL TO THE NORWALK ARTS AND CULTURAL COMMISSION

### THE GATHERING: POP-UP

*The Gathering: Pop-Up* is a networking and performance event designed to bring together **up to 200 local professionals, artists, and community members** for an evening of creativity and connection. Curated by Thrown Stone Theatre Company and hosted at the **Crystal Theater**, the event will feature live performances, visual art, refreshments, and informal networking.

### OBJECTIVES

- **Highlight local artists** with a selection of short pop-up performances and exhibitions.
- **Facilitate local networking and relationship-building** among local professionals, artists, businesses, and cultural organizations.
- **Establish a partnership model** for producing community-building events.

### DATE

**Thursday, November 6, 2025**  
5:30 - 9:00 PM

### VENUE

**Crystal Theatre**  
66 Bayview Ave, South Norwalk

### SUBMITTED BY

**THROWN  
STONE**

**Thrown Stone Theatre Company**  
538 Branchville Road  
Ridgefield, CT 06877  
**thrownstone.org**

Jonathan Winn  
Co-Artistic Director, Executive Director

(347) 525-6890



# PROGRAM OUTLINE

- **5:30–6:30 PM: *Happy Hour***  
Light food and drink, informal mingling, and flow performance
- **6:30–7:15 PM: *Act One***  
Musical Guest: Neddy Smith (1-2 numbers)  
Poet: Katie Schneider (1-2 Poems)
- **7:15–7:30 PM: *Intermission*** — Networking and Art Browsing  
Guests network and explore visual art.
- **7:30–8:15 PM: *Act Two***  
Short Play: *Party Princess* by Anna R. Parker, presented by Thrown Stone Theatre Company.
- **8:15–9:00 PM: Continued Networking and *Closing Announcements***  
Informal networking plus optional announcements from the Chamber of Commerce, and/or Norwalk Arts & Cultural Commission.



## SUPPORT REQUESTED

To ensure the event remains free and accessible to the public, Thrown Stone requests support from the Norwalk Arts & Cultural Commission to cover the following overhead and expenses:

### FOOD & BEVERAGE

Refreshments & Bar-Back for up to 200 guests . . . . . \$ 1,250

### ARTIST & TECHNICAL FEES

Neddy Smith (Musical Guest) . . . . . \$200  
 Katie Schneider (Poet) . . . . . 100  
 Flow Artists (Evan Wertz - *to be confirmed*) . . . . . 200  
 Short Play (2 actors, director, playwright, transportation) . . . . . 650  
 Technical Support (Board Operator) . . . . . 200

**Total** . . . . . **\$ 2,600**

### IN-KIND SUPPORT

Venue provided by Crystal Theatre. . . . . \$ 0  
 Event Production provided by Thrown Stone. . . . . 0  
 Management, RSVPs, staffing, liability insurance, branding, etc. . . . . 0  
 Sponsored Signature Cocktail (Partner Restaurant TBD) . . . . . 0  
 Co-marketing provided by Greater Norwalk Chamber of Commerce . . . . . 0

## CONCLUSION

*The Gathering: Pop-Up* establishes a partnership model for producing community-building events to showcase Norwalk’s creative economy. **With \$2,600 in direct support from the Arts & Cultural Commission**, this collaboration will leverage Thrown Stone Theatre Company’s production expertise and the Greater Norwalk Chamber’s business network to create an accessible evening of local talent and professional networking. Thank you for considering this proposal. We look forward to working with the Commission to make this inaugural event a success.

## CO-PRODUCER BENEFITS

In consideration of this support, The Norwalk Arts & Cultural Commission will be billed as a **Co-Producer** of the event. Co-branding opportunities include logo placement on promotional materials, a slide projected as part of a looped slideshow during the networking sessions, and a live acknowledgement and/or live announcement by the commission during the event.

## LOCAL BUSINESS AND COMMUNITY INVOLVEMENT

The **Greater Norwalk Chamber of Commerce** has joined as a **co-presenter** of the event and will market it to their membership and extended audience and help source a sponsored signature cocktail. The COC will receive logo placement and acknowledgement in a secondary position to the Arts and Cultural Commission’s branding.

**Local Restaurants** are being approached to offer a signature cocktail and may receive similar branding opportunities.

## ABOUT THROWN STONE

Thrown Stone is Connecticut’s only professional theatre exclusively dedicated to new work from commission to development to production. Since 2017, we have presented twelve regional, national, and world premieres. Our 2026 season includes:

- A co-production with WP Theater (NYC) of *The Waterfall* by Phanésia Pharel, directed by Taylor Reynolds.
- Our second annual CT Short Play Fest at the Crystal Theatre.
- The world premiere of *The Good District* by Tony Meneses, directed by Dexter Singleton at the Crystal Theatre.