

Historic Tile Wall Mural  
Ad Hoc Committee  
May 12, 2011  
Waterford Community Center

In Attendance: L.Schwietzer, Nan Schieber, D. Wilkinson, J. Larrow, S. Ritchie, E. Fougere.

Absent: E. Mather, T. Perkins, K. Patterson.

- I. Call to Order. Chairwoman L. Schwietzer called the meeting to order at 4:35 pm.
- II. MOTION: D. Wilkinson Second: N. Schieber to add the acceptance of the **April 14, 2011 meeting to the Agenda. All in favor.**
- III. MOTION: J. Larrow to accept the minutes of the April 14, 2011 meeting of the Ad Hoc Committee of the Historic Tile Wall Mural as presented. All in favor.
- IV. Financial Report- S. Ritchie reported that the total sales to date are \$3,939.29. Sales have almost covered the cost of the artist's initial design time.
- V. Update on Sample Tile Orders. S. Ritchie gave an update on the sample tiles that are to be ordered next week and others that are anticipated soon. Waterford Beach, a beach edge tile, one boat tile 4x6, Niantic Bridge Tile, Beach Rose, a Historic Quaker Hill House, Sheep to Shawl, a historic tile depicting Dr. Ganey and his office, and the Gazebo.
- VI. Brochure Review. Latest sample brochure was reviewed for style and content. Merritt Graphics did not return L. Schweitzer's call, but the brochure was reviewed by a local graphic artist who commented on content, layout, and font choice. He approved of the brochure and particularly liked the font choices. He suggested that the Ms. Grebow's gallery website address be included so that potential buyers can see more examples of her work. Discussion ensued regarding glossier paper should be used and whether the Town's printer could produce the brochure. It was agreed that we would try the Town printer to get an idea of the color.

Discussion ensued regarding the list of historic tile topics that was presented and whether it should be included as a separate sheet in the brochure. Discussion about whether or not to assign tile sizes to the topics, or determine the tile size based on the amount of information and detail available for the historical tile. S. Ritchie has made an inquiry to Ms. Grebow regarding this and L. Schweitzer will check with Old Saybrook and Wallingford. N. Scheiber encouraged the committee

to have a brochure available soon so that the tiles can be sold at the Waterford Week events, etc.

- VII. Other Business. J. Larrow created a tile mural layout on a grid, with each block within the graph representing 2". The layout was reviewed by the committee and discussion ensued regarding the numbers of each type of tile and how to achieve the best design. J. Larrow and L. Schweitzer will continue to review the layout and will come back to the committee at the next meeting with dimensions assigned to most of the historic tiles and a clearer idea of how many large tiles can be included in the mural. She would like to be able to place an image as an overlay on the layout to indicate which tiles have been sold.

Sample Tile Pricing was also discussed. It was agreed that individuals purchasing the first tiles would receive special pricing in order to get the project started.

MOTION: J. Larrow. Second: N. Scheiber. Tiles purchased as samples between now and June 30, 2011 will be charged to the sponsor at an amount of \$50.00 over the actual artist price. All in favor.

- VIII. Adjournment. Motion to adjourn the meeting was made by D. Wilkinson and seconded by N. Scheiber. All in favor. The meeting adjourned at 5:58 pm.

Respectfully Submitted,

Sally B. Ritchie