

Mid-Cape Cultural Council - Monthly Meeting Minutes	
Date/Time	October 11, 2017 7:00 pm
Location	Growth Management Conference Room, 3 rd floor, Town Hall, Hyannis, MA
Facilitator	Marilyn Heberling, Chair
Documented by	Ellen Cliggott, Acting Secretary

Attendees	Initials	Role	Present	Excused Absence	Absent
Marlene Weir	MW	Member	X		
Marilyn Heberling	MH	Chair	X		
Rachel Youngling	RY	Treasurer	X		
Georgia Kreth	GK	Secretary		X	
Ellen Cliggott	EC	Member	X		
Kim Rumberger	KR	Member	X		
Paula Hersey	PH	Vice Chair	X		
Mary Taylor	MT	Member	X		
Kevin Shanley	KS	Member	X		
Don Knaub	DK	Member		X	
Lynne Belfiore	LB	Member		X	
Sarah Thornington	ST	Member	X		
Martha McCluskey	MM	Member	X		
Cheryl Powell	CP	Member	X		

Topics
Opened Meeting at 7:00 pm.
Introductions of MCCC Members to new Member Cheryl Powell
September MCCC Meeting minutes – approved
<p>September MCCC Treasurers report – Approved RY provided an overview of the report. Date of report is July 1 to October 10. Highlights:</p> <p>2017 Grant Funds: \$6535 outstanding from 2017 cycle. 2 outstanding grants have been signed off. Grantees have until 12/31/17 to provide information and receive grant money. The remaining funds are considered encumbered except for Lunar New Year which has been forfeited and can now be used.</p> <p>2018 Budget amount for grant allocations is \$11,300 from MCC. We’re allowed to hold 5% back for our administrative expenses. Approved.</p> <p>MCC budget is then reduced by that 5%. We have money from this year’s forfeiture and prior year’s forfeiture. Our total amount available for granting is therefore \$12,635. Approved to grant this amount.</p> <p>We can allocate 15% towards a local initiative (i.e. the Discovery Walk). We have done this in past. Will vote on this at the funding meeting in November. Discussion of how to spend those funds in a calendar year. Language for the Discovery Walk (original proposal to MCC) states that we can’t proceed with one sculpture over the others – we must proceed with all three at the same time.</p> <p>We and the town will make the final decision as to the site locations for the sculptures.</p> <p>Fundraising account: \$400 (Council members’ donations and a donation from two others).</p>
<p>Media Committee Report by PH:</p> <ul style="list-style-type: none"> Facebook page is 5 likes away from 400! Asked new members to like and to invite people to like the page/share it with your friends. Video about Discovery Walk can include information about who and what the Council is. PH meeting with Mary-Ann Agresti and Melissa Hersh. Video of Council members – PH may shoot some video at November meeting to show the granting process. Message for the video about the granting process: “We want our community to have the resources they need to pursue the arts and sciences in Barnstable and Yarmouth.” PH suggested Makers Fair, Science on the Street, etc. as good places to get information out about who we are and raise our profile. Next Makers Fair is the last Saturday in April. What about Creative Exchange? No exhibitors there. Another idea – Love.Live.Local. December Holiday event.

Topics

- Our personal stories of council members are the most liked posts.
- 446 views of the Taste of Art video (Note that FB likes videos uploaded to it as opposed to YouTube links).

ACTION 57: EC reminded members to submit their self-describing bullet points and photos for FB bios to her. (EC will send examples to Cheryl).

Fundraising Events Committee Report:

- A Taste of Art event
 - Good effort went into this. Only two non-council members registered and we needed to cancel in a timely manner to let the restaurants know.
 - Possible issues:
 - Need a longer timeframe, for marketing especially.
 - Suggest involving the event with ArtSpring in April. Starts April 27 – May 7th.
 - Should we plan Grants reception in concert with this fundraising event? Combined effort might help. Put on a performance at the beginning and the end to get people to come to the Guyer Barn location.
 - Was the price too high?
 - Probably too expensive for many people, especially a couple (\$100 without drinks)
 - Too much effort goes into it to make a lower price worth it
 - Need to emphasize the tax-deductible aspect
 - Mentioned BID event recently that was \$10 per ticket with a drink included and appetizers. Long Table is \$150 but has a lot of cachet.
 - Yarmouth Taste of Art includes a trolley that takes you around and ends with a nice dessert in one place. Makes it worth \$50. More value.
 - If some people had problems with technology, there could be a physical place to buy tickets.
 - How to get coverage in the newspaper. Again, need more lead time.
 - People still have no idea who the Cultural Council is (see Media committee video ideas above).
- MH – one act play subcommittee (MH, ST, MM, RY, and KS). Report from MM – decided who was eligible to apply. Both an adult and a youth component (high school). Open to residents of Barnstable and Yarmouth and students attending schools in Barnstable and Yarmouth. \$25 fee to enter. Prize is going to be having your play produced. Each play must correspond/relate to the Discovery Walk sculptures. Haven't yet decided how many plays will be winners/produced. But hope to have each sculpture represented. Guidelines are loose to provide room for best decisions based on the submissions. Goal for the play night is to do it during ArtSpring week. Limited to max of 30 minutes/5 characters. Approach Lauren Wolk and John Sullivan as final judges after committee reads the submissions. Blast all high schools and all cultural outlets in Barnstable and Yarmouth with the information about call for submissions. PH suggests Matt Kohler as one of the judges (New Classics Company). Location will be Guyer Barn (synergy with New Classics, they are located there and all their equipment is there). Vana Trudeau at CCC can promote this to her students. PH can share contacts/introduce as needed.
 - Question raised – can we pull off Taste of Art and produced these plays in the same timeframe? From a promotional standpoint as well as a committee labor standpoint. What about Grants Reception? (combine with T of A). End of that week produce the plays.
- “Major Gifts and Grants” subcommittee (MW, DK, MT) – Report from MW. They met. Arranged the portfolio for potential grantees. Needed some pieces that MH is working to provide. Includes a letter from the Town of Barnstable stating that their support is committed. They should be able to present this at the next meeting. MT gave folders to Don. EC has provided all the promotional materials. Everything is already laid out graphically so it should be all set.

Discovery Walk Public Arts Project update:

- Covered in above sections.

Preparation for Grant Reading at November 8 meeting:

- Grant application deadline is October 17th.
- We will receive the grants on November 1st. Everything will be online. **Action 93:** MH to send out how to get online and how to review and rank the grants.
- **Remember to bring something for potluck to November 8 meeting.**
- **November 8 meeting will start at 6:00 PM.**

Topics
Other – Artworks – program under Workforce Development Board. KR says that mentors needed for students, particularly in writing, journalism, poetry, . 40 hours of work; you receive a stipend. Reception in June that shows off the students’ work. Sophomores, juniors, seniors are eligible. You can take two students per semester. The current semester has started. PH has more info on how to participate. Meeting adjourned at 8:58 pm
Next meeting Wednesday, November 8, 2017 at 6:00 PM

Action Items (Note open items will be carried on minutes until closed. Going forward numbering will not repeat)

No.	Action	Status	Owner	Date Raised	Target Date
57	Send EC 5 bullet points of who we each are, why we chose to give back to our community etc. EC to provide list of who hasn’t done this yet.	Open	ALL	2/8/17	10/11/17
70	Organize Gdrive and include table of contents.	In process	GK	4/12/17	10/11/17
79	Send PH reception photos.	Open	MT	6/14/17	10/11/17
81	Familiarize yourself with Trello. Tutorial from PH (Dec meeting)	Open	ALL/PH	6/14/17	8/16/17
87	KS send PH map of state sites in Barnstable	Open	KS	7/12/17	9/13/17
92	Include request for promotional materials in email notifications to grantees, so that so we can review the placement of our logo, and we can also promote their activities	Open	GK	8/9/17	12/31/17
93	Send out how to get online and how to review and rank the grants	Open	MH	10/11/17	10/31/17

Reminders:

Add additional donor contacts to list on gdrive

Invite FB friends to follow/like the page; provide PH photos of events; encourage Grantees to submit items for social media.

Closed Action Items from this meeting. (note closed items will not be carried to minutes of next meeting).

No.	Action	Status	Owner	Date Open	Reported Closed
93	Send an email with press release and flyer announcement to the Gmail contacts	Closed	GK	9/13/17	9/14/17
94	Send email to Gmail contacts about grant application deadline.	Closed	GK	9/13/17	9/14/17