

Mid-Cape Cultural Council
Tuesday, January 6th, 2015 – 7:00p.m.
Selectmen's Conference Room, 2nd Floor
Meeting Minutes

Present: Mary Carroll Allen, Joel Chaison, Becky Lawrence, Elise McMullin,
Jeanmarie O'Clair, Marlene Weir
Absent: Susanne Finney, Beth Higgins, Doug McHugh, Rachel Youngling

Meeting called to order at 7:00p.m.

Announcements:

MCCC efficiently sent out all letters to applicants to let them know the results of our grant meeting in November. This action also means that the MCC state organization approved our annual report in December and has deposited our new allocation for FY15 grants, which has already started earning interest in the town account.

Minutes: Elise will send via email for review and approval at our next meeting.

Treasurer's Report approved:

1. We have received the State allocation of \$10,260.
2. All 2014-grant recipients have submitted their reimbursement forms and handled by MCCC in December. Four are awaiting payment through Barnstable, which should occur in the coming week. We still have \$400 encumbered for the CC Rep Theater to complete their program this Spring.

Fundraising report:

Marlene reported on her committee's meeting. Their desire is to develop a signature annual event to raise funds. Suzanne, who was unable to attend meeting, proposed an annual appeal letter, auction of artwork, and gala party. Doug favors a gala event with performing arts. Live and silent auctions were considered. Marlene has begun research on an open studio tour, ending with a gathering at end of tour.

Consensus emerged from members attending on the following template:

- The first year will be pitched as a pilot program. We will focus only on Mid Cape Region (not whole Cape).
- Open studio tour featuring juried artists and craftspeople in both towns. Find sponsorship for trollies to loop around each town's studios. Also, sell tour tickets to the public.
- At end of day or weekend, arrange an exhibition for sale of work by featured artists. (Auctions are not favored.) 30% of sales go to council, 70% to artists.
- Event to be scheduled in the spring or fall of 2016 (perhaps to coincide with Art Foundation's promotion of October's *Fall for the Arts* events.)
- At exhibition site, have reception for artists and potential donors/buyers. Have entertainment: dances, music ... - CCCC or Cotuit are possible sites.

Follow up needed:

- Create a one-page description to share with key people as part of planning phase. Identify people with whom to meet to get input: Lauren Wolk, Bob Nash, Melissa Hersh, Dave Willard, David Kuehn, etc.
- Field trip(s) to future open studio tours (Chatham's local council does one; also Cambridge and Somerville). Get logistical info from others.
- Develop a budget. Develop fundraising materials, i.e., benefits of different levels of sponsorship. Write proposals to local funders, i.e., Cape Cod Five.
- Pitch to sponsors/donors.
- Perhaps raise enough \$\$ to hire a coordinator for actual event to manage logistics. \$5000?

Marlene will convene committee before she leaves on Jan. 28 for two months. Designate another member to report at Feb 18 mtg to further develop concept.

Other matters:

- Recommendation made to print letterhead and envelopes for fundraising purposes. For the moment, we will generate letterhead electronically as needed. We do have money to pay for printing if someone wants to take on project of designing and getting it done.
- Recommendation made to designate a phone number as well as email for people to contact council. Elise will see if town will give us an extension with voice mail. (Becky does not want her home number to be the permanent phone number for the council, although it is on our web site now for grant purposes.)
- Mary Carroll will create a listing of members contact info to share at next meeting, including phone numbers, all of which are stored on state web site that needs password to access.

Future Dates:

February: Conduct online survey for community input.

February 18: Working meeting to plan Spring Events (*Postponed to March 18*)

March 18th: Working meeting to plan Spring Events

April: Community input gathering-report survey results, combine with Grants Reception

May/June: Public meetings to revise grant criteria, if necessary, based on community input, plan artist showcase

Meeting adjourned at 8:15 p.m.

Next meeting is March 18, 2015 at 7:00p.m.

Submitted by Elise McMullin, March 18, 2015