

Mid-Cape Cultural Council - Monthly Meeting Minutes	
Date/Time	February 14, 2018 7:00 pm
Location	Planning and Development 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 McClusky	MM	Member	X		
Cheryl Powell	CP	Member	X		

Topics
Opened Meeting at 6:00 pm.
The Town is considering featuring different councils on the local television channel, so a future meeting may be scheduled into the large conference room. We'll be notified.
January MCCC Meeting minutes – Approved with one amendment. Re: Our Patronicity goal of \$11,000, any money we already have in our account will not count towards the goal. The amount that we raise starting on day one of the Patronicity campaign counts towards the goal.
MCCC Treasurers report – Approved. RY provided an overview of the report. Highlights: We are now up to \$656 in our fundraising account. Close to 100% commitment from Council members. Remaining 2017 reimbursements are in process.
Media Committee Report: No report in Paula's absence.
Fundraising/Events Committee Report: Patronicity – report by RY: Our Patronicity coach helped RY with improving our application. It's now been submitted and we're waiting to hear back. Many thanks to RY for heading up this effort and to all who helped. We have set our budget at \$22,000, therefore we need to meet our fundraising goal of \$11,000. Taste of Art funds raised will count towards our goal because it will fall into the time frame of our Patronicity campaign. The campaign will launch on April 29 th at our Grant Reception. Grant Reception: Sunday, April 29 th at the beginning of Art Week, in the Guyer Barn. Committee – GK, LB, KS, KR, MH. TBD: Open House style? Hours? Will need refreshments. Schedule – have performances, dignitary speeches? All up for discussion. Possibly make it a HyArts Campus event – open house aspect, let people visit the other spaces, have more room to spread out. The committee will report at the March 14 th meeting.

Topics

Taste of Art:

MT has emailed the restaurants and will follow up with them. She will also ask Pizza Barbone who was interested before and couldn't do it. The West End and Embargo are also interested – CP is following up with them.

Thursday May 3rd. Hours will be 5:00 PM to 9:00 PM.

The starting point can be MH and MT's store – Directions Clothing & Art Emporium, 424 Main Street. We could also have the artists there.

Kevin will set up EventBrite. People can buy tickets at the store as well as online. They can pick them up at the Grant Reception on Sunday or during that week at the store, as well as at the store on May 3rd.

Media Committee will create the event on Facebook and share (PH). Calendars – print and online (KR and EC). Also need to plan a press release.

One Act Plays:

Deadline for One Act Plays was Jan 30th. We received no entries. MH has written a play that could be done at a future time. DK suggests an idea for future attempt – find a community partner. Invite grant recipients, such as the Cultural Center, to come to a meeting and discuss collaborating/cross-promoting. RY recommends one per meeting to avoid chaos. MH will reach out to organizations to talk about the idea and to invite them.

Major Gifts and Grants:

KS preparing materials for the packet. Decided to pull past work examples out because they are inconsistent in quality and irrelevant. KS used MCCC letterhead for the cover letters and brought examples.

Other:

Melissa Hersh says we can set up our own website – although we should consider whether that's something we want to take on. We can use a system like Mail Chimp to do mass emails.

Could we switch our time to 6:00 PM on a regular basis? We have the selectmen's conference room on the 2nd floor for the rest of the year.

Next Meeting: March 14, 2018

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 – KS, LB Send photos to PH	In process	ALL	2/8/17	1/10/2018
70	Organize Gdrive and include table of contents.	In process	GK	4/12/17	2/28/2018
81	Familiarize yourself with Trello. Tutorial from PH (upcoming meeting)	In process	ALL/PH	6/14/17	1/10/2018
100	Reach out to the museums to partner on Art Week.	In process	MH	12/13/2017	1/10/2018
105	DK will work with KS on printing additional copies of the packet materials and will collate more packets.	In process	DK/KS	12/13/17	2/14/18
108	Add new council members to Trello and send out the video	Open	PH	1/10/18	2/14/18

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
97	Follow up with grant recipients who haven't submitted	Closed	RY	11/7/17	1/10/2018

	reimbursement requests				
101	Discuss schedule and location for One Act plays with Melissa Hersh. Perhaps late May or June.	Closed	MH	12/13/2017	1/10/2018
102	Follow up with Melissa H. on venue and date for reception/Taste of Art – April 29 and May 3	Closed	MH	12/13/2017	1/10/2018
106	Ask Melissa Hersh if we can set up our own website and if we can use an email management system like Mail Chimp to send out newsletters and other mass emails. Answer is yes to both.	Closed	MH	1/10/18	2/14/18
107	Set up a folder in the Google Drive called Patronicity	Closed	RY	1/10/18	2/14/18

Reminders:

Donate to the Discovery Walk project, if you haven't already done so, so we can go into the Patronicity fundraising having the full support of the Council.

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. Share Council posts.

Send PH photos of events you attend for Facebook.

Attendees discussed ways of educating applicants on effective grant application writing. In addition, we are required to conduct a Community Survey this year. The information gathered may help to determine what communication/education about the grant process would be helpful to applicants.