

Mid-Cape Cultural Council - Monthly Meeting Minutes	
Date/Time	Wednesday, August 9, 2017 7:00 pm
Location	Growth Management Conference Room, 3 rd floor, Town Hall, Hyannis, MA
Facilitator	Marilyn Heberling, Chair
Documented by	Ellen Cliggott, substituting as 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		

Guests: Lynne Belfiore, Sara Thornington

Topics
Opened Meeting at 7:12 pm.
July 12 2017 MCCC Meeting minutes - approved
July MCCC Treasurers report – tabled

Media Committee Report provided by PH:

- One of the most popular Facebook posts ever was KR’s birthday post yesterday, featuring her as a MCCC member, artist, volunteer in the community.
- Paula needs info on all MCCC members to feature on Facebook. Some have submitted their 5 bullet points but not all
ACTION 88: EC to provide list of who hasn’t done this yet. EC will provide PH with text for each person based on the bullets they submitted. Purpose is to promote MCCC through sharing member profiles.
- Future posts:
 - o Grant process, applications, deadlines, etc.
 - o Gathering images from grantees to share (several groups submitted after MH reached out to remind)
 - o Taste of Art event. Can tag/feature the restaurants. Can also do some video.
 - o Discovery Walk – feature the artists, announce the project. Paula can interview them on video but needs to also interview a representative of the MCCC (not herself). Or she can ask Sarah Colvin to do the interviewing. Include Melissa Hersh.
- Council members will please share the MCCC Facebook page with their friends (even if you’ve done it before – it doesn’t hurt to share again).
- Press releases – Kevin is drafting two:
 - o Taste of Art
 - o Discovery Walk

Fundraising Committee Report provided by EC:

ACTION 89: EC Re-send out the cover letter to everyone. Donor levels document needs design. Council members can begin sending out letters with donor levels document and Discovery Walk brochures to any one they know who may be interested in being a major donor. If anyone needs brochures, MH has them at her store and EC has a box.

Need MW to report on the grant application process. Has she made contact with the major foundations? Also on her major

Topics
donors – is she ready to approach them? Both MH and DK have written grants before and may be able to help.
<p>Event Planning Committee report provided by MT: (Event Planning Committee members are MT, MH, KS, LB)</p> <p>Taste of Art event - MT has 4 restaurants confirmed – Brazilian Grill, Fresh Catch, Torino’s, Naked Oyster. Working on Embargo, Kelly’s, confirming Twisted Tree hopefully. KKaties still on the list. KR will reach out to Dave Columbo and Seaside Café. Highlight the West End of town. Like a pub crawl but for food. Tip the servers. Promotion for the restaurants. MT will coordinate restaurant menu items KS will set up Eventbrite. MT creating poster.</p> <p>Grant process workshop – PH has contacted other Cultural Councils on the Cape to see if they want to participate in the workshop, with no response. PH will create a short how-to video and then share it/send it. She can also use Camtasia to do screen captures of the online process and record a narrative. Enable people to do a successful grant application. Walk them through the steps. Grants open September 1st, due October 15th. PH needs to see the form in order to plan out the steps (it’s not open yet). We can send out the video to everyone – past applicants, past rejected projects, past grantees, the Towns, on Facebook, MCCC, etc. PH will let Council members know if they need to participate in the video production (i.e. reading about a particular topic).</p> <p>MH – Proposed one act play contest based on the Discovery Walk sculptures. Fundraising through submission fees and performance tickets when the winning play is produced.</p>
<p>Discovery Walk update: MH spoke with John Bologna, engineer from Coastal Engineering. He is on board and will work with us when the time comes. Action 90: EC will touch base with RY regarding Patronicity, the quiet period etc. – confirm that our fundraising efforts won’t interfere with our qualification process for the Patronicity program. Action 91: EC and KR to complete free ¼ page ad for Cape Symphony program book</p>
<p>New Member Recruitment: Welcome Don Knaub as new member.</p> <p>Lynne Belfiore has applied and is continuing to wait to hear back about the next step (Barnstable). Sara Thornington has also applied and is interviewing this Friday (Yarmouth). Another applicant Martha McCluskey is applying in Yarmouth – she’s also interested in other committees so we don’t know what the outcome will be. She’s a librarian and is new to the Cape. Pam Barnes, secretary of Yarmouth Town Council is being extremely helpful as to the process and where applicants stand at each point.</p>
<p>Other: KS question – will we need to use a different room if we get all these new members? Need to develop a calendar with everything that’s planned. Action 92: GK We should receive grantees’ promotional materials so we can review the placement of our logo, and we can also promote their activities. This request should be included in email notification to winner. Action 93: MH to send copies of last year’s grant applications to DK and EC so they can be familiar with the range of applications and what applicants are asked to provide (aka the panel book).</p>
Next meeting Wednesday September 13, 2017

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.	Open	ALL	2/8/17	8/16/17
70	Organize Gdrive and include table of contents.	Open	GK	4/12/17	8/16/17

No.	Action	Status	Owner	Date Raised	Target Date
79	Send PH reception photos.	Open	MT	6/14/17	8/16/17
81	Familiarize yourself with Trello	Open	ALL	6/14/17	8/16/17
85	Coordinate workshop	Open	MW/PH		8/16/17
87	KS send PH map of sites	Open	KS	7/12/17	9/13/17
88	EC to provide list of who hasn't done this yet.	Open	EC	8/9/17	9/13/17
89	Re-send out the cover letter to everyone.	Open	EC	8/9/17	8/16/17
90	EC will touch base with RY regarding Patronicity, the quiet period	Open	EC	8/9/17	8/16/17
91	Free ¼ page ad for Cape Symphony program book	Open	EC/KR	8/9/17	8/16/17
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 copies of last year's grant applications to DK and EC	Open	MH	8/9/17	8/16/17

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 reported Complete
86	Follow up on Engineering options	Closed	MH	8/9/17
84	Confirm process (using credit card) with Charlotte Cutter of MCC	Closed	RY	8/9/17