

Ashland Cultural Council Minutes

Monday, February 7, 2022

7:00 PM

1. Called the Meeting to Order
 - a. Isabel Perez called the meeting to order at 7:05.
 - b. Present: Isabel M. Perez (Chair), Donna Bresnick (Secretary), Moala Kitayimbwa (Treasurer), Debbie Bresnick, Stacey Grant-Lewis, Tonya Yaskovich
2. Secretary Update
 - a. Donna made a motion to approve the Minutes from the Monday, December 6, 2021 meeting. The motion was seconded by Isabel and approved with a unanimous vote of 6-0-0.
 - b. Next Meeting Dates: 3/07/22, 4/04/22, 5/02/22, 6/06/22 (Summer meetings will depend on MCC dates).
3. Treasurer Update
 - a. FY22 CC Budget
 - i. YTD Expenses: \$4,487.35
 - ii. Available \$11,126.15 (Without \$8,600, 22/23 State Grant money)
 - iii. SMCCB just requested reimbursement. Still waiting for 3 grantees from 21/22.
 - iv. Isabel and Maola will look into delivery of 22/23 Grant money.
4. Chair Update
 - a. Not yet sure of when next grant cycle will be. An August meeting might be needed. If the grant comes out late, we'll get out info like last year. Ex. Farmer's Market.
 - b. Isabel reached out to last year's grantees encouraging them to get in touch with pertinent people.
 - c. Outstanding Grantees- Continue earmarking money or have them reapply?
 - i. 2019-2020 – "Spend Funds Now"
 - ii. Use it or Lose it and Reapply – With plenty of advance notice.
5. Communications/Marketing

Social Media Strategy

Brainstorm

02/07/22

ACC's Mission: *to promote excellence, access, education and diversity in the arts, humanities and interpretive sciences, in order to improve the quality of life for all Massachusetts residents and to contribute to the economic vitality of our communities.*

What are our goals for Social Media?

- Inform Ashland Community about arts-related events and programming sponsored by the ACC and beyond
- Highlight local artists
- Connect creatives in our community and surrounding communities
- Become a trusted, go-to resource to find out about upcoming arts events/programming in the area
- Purpose: Dissemination of culturally aligned information that promotes our mission.

Who is our primary target audience?

Ashland Residents: Seniors, Parents, Artists, Partners (local committees/cultural councils), neighboring town's art centers

- **Ideas to drive engagement on Social Media:**
 - Host a community contest to create the ACC's new logo from Feb 1- April 1. (Stacey will develop White Paper)
 - IG/FB lives with local artists to hear their origin stories. Possibly structure with standard 10 questions.
 - Ticket giveaways for local events at the Hopkinton Arts Center, Amazing Things Arts Center, The Center for Arts Natick, Boston Arts Center and/or other venues. Random winners from those who like, comment, and share our content.

What is the current state of our social media marketing? Very beginning stages

What kind of content do we want to produce?

- Promote grantees' programs and events
- Promote local programming happening in neighboring towns
- Develop original content at least once a month
- Highlight artists' origin stories
- Promote MCC and Council of Humanities programs

Do we have the necessary resources? What tools do we still need?

- Reach out to Ashley Place (ToA Communications and Culture Coordinator) for guidance and connection to other local arts-focused committees/organizations
- Use Canva, FB and IG to create slick, attention grabbing posts/fliers
- Need: New Logo (possibly conduct town-wide contest)

How will we measure our success?

- Data Insights from FB and IG

More Info: <https://www.socialmediatoday.com/news/7-questions-to-ask-and-answer-before-building-a-social-media-strategy/517682/>

6. Community Survey Update – Tonya will continue to work on simplifying information received at Ashland Farmer's Market. She will adjust and send out a New Link
 - a. We will add to results using Word of Mouth, Facebook, Local Newspaper, Local Events, Partnering with other groups.
 - b. We will try '2 questions at a time' format
7. ACC Grantee Reception possibly at Corner Spot or Farmer's Market. We'll wait for next MCC Cycle info.
8. Vacancies- We will have 2 vacancies. There are interested parties.
9. Agenda for Next Meeting
 - a. New Logo
 - b. Art Projects in Ashland (use of social media)
 - c. Calendar
 - d. Survey
 - e. Collaborative Work – Meeting participation
 - f. Canva Account – Help for Grantees
 - g. ACC Future Meetings w/Community
10. Adjournment by Isabel Perez at 8:32 pm.