

Tuesday, Feb. 28th Call to order: 6:35pm

In attendance: Rebecca Cinclair, Joan Hathaway, Chelle Salvucci, Deb Gardner

Vote on minutes from 12/5/22, all in favor.

\$5000 from town to ACC is split 50/50 between Marketing and Promotion

- JH wondered what we are supposed to be marketing.
- We're unsure of how in depth the TA or Select Board wants us to go, or what exactly they're anticipating.
- RC gets a sense that the town wants ACC to publicize the grant offerings more regularly and robustly, the problem is we don't often know the dates of the events, grantees mostly confirm dates later and do their own advertising.
- The ACC already shares announcements of Ashburnham and area cultural events on their Facebook page.
- The Mass Cultural Council stipulates that grant recipients are responsible for their own advertising of events.
- Where else do people get their info (other than FB, IG or Twitter)? Town website is bad and difficult to navigate.
- Remember, it takes someone to maintain any social media accounts.
- Ashburnham Community Journal (newsletter then became a website, no longer exists) was effective for advertising community events. We don't have any one source like that anymore.
- Large scale signs/sandwich boards - who maintains?
- A centrally located, highly visible, outdoor information kiosk or bulletin board - who maintains?
- Banner over Main St - not easily changeable
- Flags on downtown lamp posts - saying what?
- Can a large-scale art installation fall under marketing or promotion?
- Can we do something like the dogs painted by students that Oakmont did in Westminster?
- A big event can be a reception for creatives to meet, which the ACC did years ago
  - We can connect and support/promote Ashburnham and area artists
    - GALA
    - Women's Caucus for the Arts
    - Ashburnham Cultural Alliance
    - Creative Connections
    - New Dawn Art Center
  - Help creatives to understand the grant process
  - Ask them to post their events/shows on the ACC FB page
  - Possible reception site (will pay a rental fee) - Creative Connections or New Dawn downstairs?
  - Rebecca will reach out to Abby at NDAC
  - Serve local food
  - Local musician(s) to entertain during event

ACC tent for the Ashburnham street fair on 9/30/23

- This would be a juried exhibit for fine art (paintings, photography, sculpture, etc.)
- We should see if there is interest among the artists at the previously mentioned reception
- RC will look at tent sizes, portable partitions, and costs for both
- People's Choice Award - Gift basket award
- Maybe a student show as well

Reminder about the meeting with the Select Board and Mass CC Executive Director on March 29th 6:30pm

- Catch up on the 2023 grants given
- We will get some additional feedback and clarification on what the TA and Select Board expect from our town funding

Adjourned 8:00pm