

## Ashland Cultural Council Minutes

Monday, March 1, 2021

7:00 PM

1. Called the Meeting to Order
  - a. Tonya Yaskovich called the meeting to order at 7:12 pm.
  - b. Present: Isabel M. Perez (Chair), Donna Bresnick (Secretary), Moala Kitayimbwa (Treasurer), Debbie Bresnick, Amy Caruso, Visi Tilak, Tonya Yaskovich
2. Secretary Update
  - a. Donna made a motion to approve the Minutes from the Monday, February 1, 2021 meeting. The motion was seconded by Tonya and approved with a unanimous vote of 7-0-0.
  - b. Next Meeting Dates: 04/05/21, 05/03/21, 06/07/21 (first Mondays)
3. Treasurer Update
  - a. FY21 CC Budget
    - i. Total YTD Expenses 1-11-21: \$2,845.88
    - ii. FY21 Budget: \$12,571.68
    - iii. Available as of 03-1-21: \$8913.50
4. Chair Update
  - a. MCC Annual Report submitted February 23, 2021
  - b. All LCC Approval/Denial letters mailed.
5. Grants Manager Update
  - a. 2021 LCC allocation from the Mass Cultural Council of \$7,700 not yet received.
  - b. Four outstanding 2020 grants (Extension requested and approved until 12/31/21)
    - i. Author Visit 2020: David Biedrzycki
    - ii. Ashland Farmers Market Music Series
    - iii. Southeastern MA Community Concert Band
    - iv. Ashland Children's Book Festival
    - v. Total FY20 Grant Funds Remaining to be distributed: \$3,300.00
6. Communications
  - a. Ashley Place (Ashland Communications Coordinator) point person for all ACC announcements and press releases. She will include all ACC communications in Town Social Media/Newsletter.
    - i. Debbie will take over responsibilities of drafting and submitting communications to Ashley (i.e. Grant Season Opening Announcement in August and Grant Awards Announcement in January, Event Announcements and supporting media)
    - ii. Must be submitted to Ashley by the 6<sup>th</sup> or 7<sup>th</sup> of each month
    - iii. Debbie will also post ACC related info (i.e. Grant Season Opening Announcement in August and Grant Awards Announcement in January) to Ashland Local Town Pages by 10<sup>th</sup> of each month (when applicable)
  - b. Additional avenues to disburse ACC related news ACC ToA page
7. Marketing
  - a. Facebook Content and Posts will be maintained by Amy
    - i. Posts will include, but are not limited to, Communications Posts, Event Announcements, Interesting Arts and Culture Articles, etc.
    - ii. When posting video content, always link to original source (WACA, Arts Alliance, AFM, etc.)
8. Items for Next Meeting's Agenda

- a. Community Survey Distribution: Tonya will add Email field and work on Distribution Plan
  - b. FY21 ACC Grantee Reception: All ACC members should begin to think of a creative way to celebrate Grantees in August.
  - c. Public Art Project: Visi will report back to the ACC about a proposal
9. Adjournment
- a. Isabel Perez adjourned the meeting at 8:06 pm.