

Ashland Cultural Council Minutes*

Monday, March 2, 2020, 7:00 PM

Meeting Room A, Town Hall, 101 Main St, Ashland, MA 01721

1. Called the Meeting to Order
 - a. Tonya Yaskovich called the meeting to order at 7:08 pm.
 - b. Present: Tonya Yaskovich (Chair), Isabel M. Pérez (Treasurer), Amy Caruso, Donna Bresnick, Lakshmi S. Krishnan, Visi Tilak
 - c. Not present: Connie Mannal
2. Review and Approve Meeting Minutes from February 2, 2020
 - a. Tonya Yaskovich made a motion to approve the 02/02/20 Meetings Minutes. This motion was seconded by Lakshmi S. Krishnan and approved with a unanimous vote of 6-0-0.
3. Update from the Chair
 - a. Newsletter: Chair suggested to develop a monthly newsletter. Members were concerned about the amount of time it would require to maintain this type of communication. All agreed a more sustainable method would be to keep Facebook updated and continue to use as the method of communication. Amy Caruso will work with Visi Tilak to post and maintain grantee updates and any other pertinent information updated
 - b. Ongoing Communication: ACC will use FB.
4. Budget
 - a. MCC: All annual budget reports have been successfully submitted.
 - b. Additional Town Funding: ToA approved additional \$5,000 which will be allocated toward Public Art Projects throughout the town and managed by the ACC.
 - c. Public Art Proposal: Amy Caruso and Visi Tilak have been researching public art project ideas and possible sites throughout the town They have also been in communication with the town about the process for the disbursement of funds which includes a bidding protocol. The ACC does not have to spend the money before the end of the fiscal year, but a plan must be submitted with details and timeline of intended projects. Prior to submitting any final proposals to the town, the ACC will vote on the final public art projects in the upcoming months.
5. Branding/Survey
 - a. Logo: Visi Tilak will speak to AHS Art teachers to discuss a collaborative opportunity to run a Graphic Arts Contest to create a new ACC logo.
 - b. Fliers: Committee will hold off on producing new printed materials until a new logo is created.
 - c. FB: Amy Caruso, Visi Tilak and Tonya Yaskovich have agreed to keep ACC's FB
 - d. Citizen Survey for MCC: All members will review the standard MCC Community Survey. At the next meeting, ACC members will begin to develop a new Ashland Community Survey to be shared with residents in the coming months.
6. Discuss Grant Recipient Gala date (possibly during Arts Week in May)
 - a. Committee is exploring ways to celebrate and honor recipients in a new format compared to past years.
 - b. FB will be used to spotlight various Grantee recipient's projects in the coming year.
7. Next Meeting's Agenda (04/06/20)
 - a. Upcoming ACC Events in 2020: Select Board Presentation (TBD, possibly in Spring), Farmers Market (6/13//6/20//6/26: Isabel will request), Ashland Day (9/26/20, Isabel will request)
 - b. Develop Timeline for Committee Member Transitions and Future Member Recruitment
 - c. Discuss Community Awareness/New Grantee Recruitment strategies
8. Adjournment
 - a. Tonya Yaskovich made a motion to adjourn the meeting at 8:08 pm. This motion was seconded by Isabel M. Pérez with a unanimous vote of 6-0-0.

**Submitted to meeting-minutes@ashlandmass.com on 04/14/20*