

Ashland Cultural Council Minutes

Monday, June 1, 2020, 7:00 PM

[\(Zoom Meeting\)](#)

1. Called the Meeting to Order
 - a. Tonya Yaskovich called the meeting to order at 7:17 pm.
 - b. Present: Tonya Yaskovich (Chair), Isabel M. Pérez, Donna Bresnick, Amy Caruso
2. COVID-19 Grantee Emails/Letter Update (Tonya/Lakshmi)
 - a. Visi Tilak worked on language for the Grantee Letter with Luis E. Cotto (Program Manager for Cultural Districts at the Mass Cultural Council) and provided the final draft to the Chair.
 - b. Tonya Yaskovich mailed all the letters out the week of 05/18/20.
3. Citizen Survey
 - a. Review MCC Surveys: All members reviewed the MCC's Community Surveys and decided on the specific questions to include in the 2020 ACC Community Survey.
 - b. Develop Survey Questions: All members felt it was important to use the MCC specific questions plus, add a question about ACC sponsored/funded events. Isabel Pérez will consolidate all the questions and send a draft to Tonya Yaskovich by the end of the week. Tonya Yaskovich will edit and create the survey using Constant Contact. Tonya Yaskovich will provide a draft to the council within a few weeks.
 - c. Discuss modes of distribution: All members felt the following would be the best approach.
 - i. Post on Facebook: ACC, Ashland Bulletin Board, Ashland Moms, etc.
 - ii. Send link to all grantees, arts orgs, art teachers, ToA/AFM/Arts Ashland/APL Websites/Newsletters. A link to print-off a paper copy could be made available then community members could submit the hard copy to Town Hall Drop-Box.
 - iii. Ashland Local Town Pages Newspaper
 - iv. Ashland/Framingham Patch
 - v. Paper forms left at the Library, Town Building, Senior Center
 - vi. Nextdoor Application
 - vii. Announcement on WACA
 - viii. Word of Mouth
4. ToA Newsletter
 - a. ACC blurb: Amy Caruso will work on a draft of a brief blurb speaking about the ACC to be included in the Culture and Communications Coordinator's Fun Friday Town eNewsletter. Amy Caruso will provide a draft to the council within a few weeks.
 - b. Date to Submit: TBD
5. Logo
 - a. Visi Tilak and Amy Caruso discussed the possibility of conducting a logo contest. After thoughtful review with the guidance of Culture and Communications Coordinator, a suggestion to hire a professional graphic artist was made. Members agreed this is the best route to take. Members looked at various samples of LCC logos and discussed a few elements that stood out. Members would like the logo to encapsulate the following:

- i. Inspirational: needs to evoke art and culture as one of the important cornerstones of our community
 - ii. Pleasing to the Eye: Should include color and get your attention (also, ask for monochromatic versions for easy printing)
 - iii. Communicate town pride: Possibly include clock
- b. Visi Tilak and Amy Caruso will research possible graphic artists and try to get a few samples/quotes prior to our next meeting.

6. Next Meeting's Agenda

- a. Next meeting will be held on Tuesday, September, 8 2020 at 7:00 pm. Isabel M. Pérez will submit Agenda to Susan Robie.
- b. ACC Community Survey Results
- c. FY21 Grant Criteria and Next Steps
- d. Logo Update
- e. Member Recruitment
- f. Budget Update

7. Reviewed and Approved Meeting Minutes

- a. Tonya Yaskovich made a motion to approve the 05/04/20 Meetings Minutes.
- b. Donna Bresnick seconded the motion and it was approved with a unanimous vote of 4-0-0.

8. Adjournment

- a. Tonya Yaskovich made a motion to adjourn the meeting at 8:04 pm. This motion was seconded by Isabel M. Pérez with a unanimous vote of 4-0-0.