

Marblehead Cultural Council August 2023 Meeting Minutes

August 28, 2023

6:30 pm

Abbot Library

Attendees:

Jennifer Uhl
Aaron Liber
Howard Rosencrantz
Katherine Barker
Rose Gould
Jim Murphy
Marjorie Norman
Mark Philip
Lisa Seltzer

Ben from Marblehead Weekly (public)

Not present:

Nisha Austin
Lauren Fogle Boyd
Yotam Melanger
Barbara Rosenberg

Meeting notes:

- Reading of land acknowledgment
- Reappointment update
 - Mark, Jennifer, Barb reappointed
 - Diane's term ended
 - Beth Johnson has decided not to return; confirming the process to formally resign
- Review 2023 rewritten application guidelines for 2024 projects
 - Review of updated guidelines and discussion.
 - Voting on guidelines; affirmative
 - Jennifer to update Mass Cultural website with new guidelines
 - Confirmation that FY2024 budget is \$7800
- Review plan for September 1 social media launch of application opening announcement
 - Reviewed draft of social media plan
 - To define – process to funnel content to the accounts (send to social committee, someone posts)
 - Create a series of templates to repurpose when posting content – different template based on need/audience/goal/message
 - Press release for grant launch – Kathy to take first pass, Rose to assist
- Update on the progress of the student initiative project
 - Keeping it simple
 - Putting out messaging to HS to clubs/guidance counselors/church leaders detailing who we are and what our role is. "It's your town too"

- MCC affirms, Lisa to send out to get the conversations going; any interested people go back to Lisa for next steps etc via schools; anyone via social media go back to our gmail acct.
 - Will sync with Mark P on social media launch/distribution
 - Expected candidate process – Candidates may possibly need to send a letter of interest to select board; complete an interview. Hope to have someone (?) in place for October meeting
- Update on stewardship progress for the MCC special project
 - Jennifer/Lisa went to Taskforce against discrimination mtg; goal to discuss financial support for mural going forward + maintenance.
 - Taskforce has pledged to give \$150 annually; Jennifer/Lisa need to confirm still in writing. Do we tie the yearly maintenance to Pride Month, as part of the start of June?
 - Still to confirm, where the money lives; expected that it is allocated in taskforce accounts.
 - Jennifer to confirm if any monies donated via 3rd party can be deposited/tagged into this account for future use
 - DPW also available should there be vandalism separate from the normal maintenance schedule
 - Can we work with Marblehead information booth; keep them involved in ongoing support of mural?
 - Confirm if chamber support the flower pots etc around town – is naming rights another opportunity to cover maintenance
- Liaisons review the current status of all funded applications for 2023
 - Pending MUSE, Taskforce Against Discrimination return paperwork. Liaisons to chase for return of paperwork, before it becomes part of 2024 funding and unavailable to reimburse