



Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, and the Governor's March 15, 2020 Order imposing strict limitations on the number of people that may gather in one place, no in-person attendance of members of the public will be permitted at this meeting. Access via Zoom is provided for the required opportunity for public participation at the bottom of the agenda.

The Medway Cultural Council Marketing Committee meeting was held via Zoom at 7 p.m. on May 18, 2021.

Medway Cultural Council's Marketing and Media Subcommittee

Present: Jordan Warnick, Jennifer Kendall, Gail Hachenburg, Celeste Falcone, Judith Moffatt, Karyl Wong, Ancelin Wolfe

Absent: Kim Blenkhorn, Angelica Crosby

1. Meeting started at 7:07
2. April minutes were accepted unanimously with a motion from Gail and second from Judith.

**Roll call vote:**

Jordan - aye

Jennifer - aye

Gail - aye

Judith - aye

Karyl - aye

3. Items to be printed were discussed.
  - a. Sandwich board
    - i. The first live event will be the Howie Newman performance through the Senior Center. This will be on June 9 at 1 p.m at the Gazebo near the Senior Center. Celeste has already been in touch with the Senior Center to get that promoted. She would like to have the sandwich board on display, possibly with an artist spotlight flyer on one side. She would also

like to have the tri-cut handout ready to go for that event. Judith offered to help Celeste get the sandwich board ready.

The tri-cut handout was discussed. Judith is working on the tri-cut handout as a way to convey general information about the work of the council. There were discussions about the wording of sections to preserve the general nature of this handout as well as avoid redundancy.

7:22 Ancelin Wolfe arrived to the meeting

It was determined that printing the handouts on cardstock would be idea. Celeste will reach out to town hall to see if that can be done. It was noted that printing 150 of the handouts would only involve 50 sheets of cardstock.

A suggestion was made to attach a holder to the sandwich board to hold the handouts.

- b. It was noted that the EDDM mailer is ready for printing, and the bill is just waiting to be paid.
  - c. Celeste pointed out that flyers that are posted around town need to be removed after the event occurs. Flyers for the Howie Newman performance were discussed. Suggestions were made to post at the library, the senior center, assisted/independent living facilities, Mahan Circle, VFW, and Town Hall, along with Facebook.
4. Approaching events were then discussed.
- a. The photo contest was discussed. Lots of photographs have been entered, but there aren't many individual entrants. Future contests might want to limit the photos per person. There were discussions about making the photo contest an annual event or a biannual event, as well as whether or not to have a theme. These will have to be solidified in a future meeting. Gail suggested advertising future photo contests on the trails.
  - b. It was noted that advertising for Art at Choate Park has already started.
  - c. Animal Tales, a library program, is in June. Checking in with the library about marketing was noted to be a good idea. Paint n sip kits were not yet ready with a date, as it is preferable to have this be an in-person event.
  - d. Jordan noted the lead times needed to get press releases to him in order to get them in print media (1-2 weeks for the Country Gazette, 10th of the month for the Medway Millis Times). Karyl pointed out that the panel book often has that information, so she will reach out to artists or find the information in the panel book and get that information to Celeste, Kim, and Jordan. Karyl will also send out monthly emails with the grantee info for the next 6 weeks.

- e. Some ideas for restructuring the committee were discussed, including having meetings twice a month for all members and dividing up the marketing roles.
5. Merchandise was discussed.
- a. Jordan showed a pen design. He said that a proof could be had for 3 dollars, and that they come down in price to about \$1.25 per pen when you buy a hundred. This is a good giveaway item. If he has a motion to proceed at the next meeting, then he will continue working on this item.
  - b. Jordan noted that decals were expensive at \$5/piece. He didn't think this was a good use of funds.
  - c. Bumper stickers were noted to be cheaper, but not going to be popular.
  - d. He noted that he has not yet looked into the stamps/stickers for the passport for the bridge festival.

Meeting adjourned at 8:10 with a motion from Celeste and a second from Jordan.

Respectfully submitted,  
Jennifer Kendall