



Medway Cultural Council's Marketing and Media Subcommittee  
Meeting started at 7:05

Present: Jennifer Kendall, Jordan Warnick, Becky Atwood, Angelica Crosby, Karyl Wong, Judith Moffatt, Celeste Falcone

1. Canman's live paintings - first one will be on September 3 at the Farmer's Market. Medway Cable Access will be contacted to see if they could do streaming of a live painting session. Attempts will be made to get a press release out to newspapers, but there might not be enough lead time. Social media will be relied upon to get the word out. Karyl will try to obtain more information from him to be used in marketing material. Becky and Celeste will work on a press release.
2. Social Media Accounts and website - Social media presence may be extended to Instagram and TikTok to reach people. Angelica and Judith have interactive ideas to engage people - scavenger hunt, Judith's Medway activity book to be printed at home. Building a new website is a consideration to provide a more interactive and user-friendly experience. Our current website isn't user friendly and can't hold all the information that would be nice to have.
3. Materials for upcoming announcements will be worked on. Applications for grants will be opening up and the community survey will be going out.
4. Judith will keep scouting prices for face masks to sell as a fundraiser/awareness campaign.
5. A newsletter will not be worked on at this time, as there are too many other things to do.
6. Action Items
  - Becky
  - Press releases
    - A. Draft for Canman event (Aug 3) and beginning of grant applications (Oct 1)
    - B. Share draft with Celeste to edit
    - C. Submit press releases with at least 2 weeks lead time
  2. Banner for Canman event
    - A. Contact library and/or town hall about process for printing posters
    - B. Visit Staples for advice on affixing temporary posters to the banner.
    - C. Draft text for banner and send to publicity committee for approval
    - D. Produce hard copy poster
    - E. Deliver poster, banner and stand to Karyl for set up on Sept. 3, 4-7 PM

Meeting ended at 8:20