



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 meeting was held via Zoom at 7 p.m. on March 16, 2021.

Medway Cultural Council's Marketing and Media Subcommittee

Present: Celeste Falcone, Jordan Warnick, Angelica Crosby, Jennifer Kendall, Judith Moffatt, Ancelin Wolfe

Absent: Kim Blenkhorn, Karyl Wong

1. Meeting started at 7:02.
2. Land acknowledgement was made by Celeste
3. January minutes reviewed and accepted, with a motion made by Jordan and a second by Jennifer.
4. Approaching events to publicize were discussed.
 - a. The spring photography contest was discussed first. Celeste and Jordan are both in need of the information sheet. Jennifer will reach out to Valerie to get them the information. It was also noted that efforts to publicize the contest will not start until April 1, as the contest will run through both April and May. This allows focus to be on the community survey for a few weeks.
 - b. The community input survey was then discussed. Jennifer noted that the survey does get responses after posts are made on Friends of Medway. Angelica mentioned that it might help people to fill out the survey if a question and some responses are mentioned in a post. Ancelin noted that she would like to see a different set of questions asked on the survey. Jennifer responded that a survey like that could be done at a later date, as the one that is currently out helps formulate local guidelines for the grant round. Judith recommended incentives for people to fill out the survey, such as entering a prize drawing. Future survey

efforts could include putting hard copies of the survey in actual locations, such as the library, senior center, and town hall. Setting a deadline for the survey was recommended, and April 30th chosen.

5. The Marketing/Media Statements and Guidelines (see next page) were discussed in order to bring to the whole council for approval at its next meeting. Celeste noted that the non-discrimination statement and equity statement were taken from the Mass Cultural Council website.
 - a. Grammatical changes were suggested, such as hyphenating “non-discrimination,” as well as adding the word “at” before the listed email address, as well as changing a semi-colon to a colon.
 - b. Celeste had received feedback to take out the following sentence - “Nor will the Medway Cultural Council knowingly promote, advance or sponsor artists, vendors, or entities that are known to discriminate on the basis of these attributes.” It was thought that this sentence should undergo a grammatical change, but not a substantive one and should remain.
 - c. There was discussion about the disclaimer for the website resource page. Ancelin noted that we could soften the statement and add a statement about refining the list of resources as we learn more.
 - d. Celeste wondered about where the statements would reside, once they have council approval. It was determined that both the town website and the Wordpress site should have these statements. Facebook would also be a place to post them. Celeste also encouraged the council to make the statements a reality by focusing recruitment efforts on diversity and inclusion.
6. Celeste also brought attention to a communication plan for marketing. This will help keep marketing efforts organized.
7. A tri-fold brochure about the Medway Cultural Council was discussed. It would contain information about the council and where one can find information about our activities. Judy will start to mock up a brochure. She will then send her ideas over to Jordan.
8. Spring has sprung coloring page was discussed. Jordan noted that the page was well-received by The Country Gazette.
9. Marketing material such as pens, bumper stickers, and magnets were brought up, but those efforts are on the back-burner until in-person activities and events resume.
10. Meeting adjourned at 8:00 with a motion by Jordan and a second by Jennifer.

Respectfully submitted,
Jennifer Kendall

Non Discrimination Statement:

The Medway Cultural Council will not discriminate against applicants, individuals or programs on the basis of age, ability, ethnicity, race, religion, sexual orientation, gender identity or expression, nationality, geographic origin; or immigration, military, or socio-economic status. Nor will the Medway Cultural Council knowingly promote, advance or sponsor artists, vendors, or entities that are known to discriminate on the basis of these attributes. Additionally, we do not necessarily share all of the views, beliefs or opinions of those we sponsor or post.

Equity Statement:

The Medway Cultural Council seeks to cultivate a culture of equity and inclusion, including the promotion of diversity in the arts, through our programs, information, granting, and through the organizations we support. We are committed to supporting programming that promotes excellence, education, diversity and inclusion in the arts, humanities, and sciences to foster a rich cultural life in our community.

Disclaimer for Website Resource Page:

The following list of links and resources should not be seen as a real or implied endorsement. This information is a compilation of useful links for artists and are included for convenience.

The

Medway Cultural Council does not necessarily have relationships with the webpage, businesses, organizations or resources posted. If you have a local resource that you would like to suggest, please email us medwayculturalcouncil@gmail.com After consideration, we may post based on our judgement of whether or not a resource is useful, helpful and appropriate based on our mission, and our commitment to support local artists and businesses. We do reserve the right to refuse any suggestions.

Social Media and Marketing Guidelines:

We commit as a council to provide quality information within the guidelines of our mission, non discrimination and equity statements. We will not create or propagate information that would seek to harm, violate the rights of or create biases against any groups, businesses or individuals.

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Posting links to illegal downloads or services, malicious websites or abusive information will not be tolerated.

Please respect our community.