



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 April 20, 2021.

Medway Cultural Council's Marketing and Media Subcommittee

Present: Celeste Falcone, Jordan Warnick, Angelica Crosby, Jennifer Kendall, Ancelin Wolfe, Gail Hachenburg, Judith Moffatt, Karyl Wong (arrived a few minutes late)

Absent: Kim Blenkhorn

1. Meeting started at 7:03.
2. Land acknowledgement was made by Celeste
3. March minutes accepted with a motion from Gail and a second from Jennifer. The roll call vote, which passed unanimously, was as follows:
 - Celeste - aye
 - Jordan - aye
 - Angelica - aye
 - Jennifer - aye
 - Ancelin - aye
 - Gail - aye
 - Judith - aye
4. EDDM mailer was discussed in detail. Jordan explained that he had photo releases for all photos, except Judith Moffatt's. She will get that sent to Jordan.
 - a. A motion was made to accept version A of the front of the postcard mailer by Ancelin and seconded by Judith.
 - A roll call vote to accept this motion was taken and passed unanimously.

Celeste - aye
Jordan - aye
Angelica - aye
Jennifer - aye
Ancelin - aye
Gail - aye
Judith - aye
Karyl - aye

- b. The back of the postcard was discussed. Angelica suggested the idea of using the Facebook logo instead of writing out our facebook address so that people will know to look for us there. That would be a way to free up space on the card. Other suggestions included eliminating the physical address so that the MedCC town website and Wordpress site could both be listed in their entirety instead of relying solely on a QR code. Another suggestion was made to list the Wordpress "Upcoming Events" page instead of the home page. Jordan will work on trying to fit a pixie project photo onto the back as well. His deadline is next week.
 - c. In a related discussion, the need for a calendar on Wordpress was mentioned. Karyl will put together a list of events with known dates and send those over to Angelica for a possible calendar.
 - d. Jordan noted that he now has the correct font to use for the logo. It is called Giffy.
- 5. Celeste mentioned that the council might want to work on designing a generic sign for the use with the sandwich board. The sandwich board was purchased to use for outdoor events.
- 6. Approaching events to publicize were discussed.
 - a. The spring photography contest was discussed first. Jordan said that as of yet, there have been no entries. Judith said that she will talk to people and help spread the word. Celeste will print out a flyer to post at the library and at Choate park. The long length of the contest was mentioned as a possible reason for the lack of entries. A press release was sent to the newspapers about it. It was suggested that actual photos be used instead of the image from the internet on the wordpress site.
 - b. DUOS and Eleanor Roosevelt were mentioned, and concern was expressed that it had not come up on Facebook, even though it is a coming event. A discussion about Facebook and how its algorithms function followed.
 - c. It was suggested that the current upcoming events should be front and center on the wordpress site, before the artist's spotlight and that the links on Facebook need to go directly to the information posted about, and not to the general website, as frustration was experienced by Karyl trying to get to the Duos information, and having to "dig through" to get to the information. It was expressed that going to the general home page could increase traffic, but the

consensus was that people are used to the quick click and that the link should be direct.

- d. The COAAST performance was mentioned. Jordan mentioned that Thrive and the PTO could possibly help spread the word about this in the school system (though the schools are on April vacation at the moment). Eventually, a decision will have to be made if COAAST does a repeat of Four Legs to Stand On or if they do the second act of it.
- e. Flyers were mentioned as a way of getting word out about our programs. During the pandemic, these were not used, but as places have been opening up more and more, it seems to be a good time to start thinking about this again. The library, the senior center, Choate Park, and Oakland Park were seen as a good place to put flyers for all of our programs. It was seen to be a good idea to be more prudent when asking businesses like the Muffin House. Karyl and Angelica will work on printing and posting flyers in those four places in town.
- f. Judith Moffatt's Park Pixies project was mentioned. The pixies and houses will be on display in Choate Park on July 24th and 25th. Tina from T.C. Scoops will bring her ice cream to the park on the 24th from 12-3. Judith is also working on finalizing the dates for the pixie-making workshops. Originally, it was suggested that she run her workshops in June, but there were concerns about people losing their pixies and forgetting to bring them to the display.
- g. Judith suggested having a hand-out ready to go as in person events start appearing on the calendar (July). Jordan said that he would start working on a digital version based on Judith's mockup.
- h. Judith noted that it might be a good idea to have Art in the Park also listed on the mailer. That will be, most likely, on June 17 from 1-4.
- i. Jordan mentioned that it would be good to have plenty of notice before the date of Canman's mural in order to get it in the newspapers. Karyl said that she will send out emails to the grantees and check in about dates again.

Meeting adjourned at 8:26 with a motion from Celeste and second by Jordan.

Respectfully submitted,
Jennifer Kendall