



Medway Cultural Council's Marketing and Media Subcommittee

Meeting started at 7:03

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

1. Minutes from August meeting unanimously approved with a motion put forth by Judith and seconded by Becky.
2. Celeste discussed the shared google document to keep track of marketing action items. People generally felt comfortable using it, so Celeste will send out another email with the link to the document and an explanation of its use. This will help keep things on track.
3. The opening of grant applications and its promotion was discussed. Becky already wrote the press release, and it was sent to artists as well as media outlets by Jordan. It has been advertised on Facebook as well. Becky will send out another press release to note when the applications close. Jordan will help her if needed.
4. The agricultural photo contest that is a collaboration with the Agricultural Commission was discussed. Submissions have been sparse, despite promoting on Facebook. It was sent to Sandy Johnston for promotion as well. Judith offered the idea of going to the library's photography club to promote it, and possibly have Lori at the library judge it. Jennifer will look into getting the deadline extended in hopes of having more submissions.
5. A new webpage was discussed. Jennifer talked about how Kim Blenkhorn has been coming up with lots of ideas and mock-ups to go to the town IT department with as a wish-list.
6. Facebook duties were discussed. Jennifer and Celeste will ensure that the posts that need to go out promoting events/artist spotlights/photo contest/grant cycle are posted. Others will post to fill out the schedule. Angelica pointed out that comments are key to the Facebook algorithm, so be sure to make comments. Jordan will share posts on Friends of Medway.
7. For now, it was decided to tackle Facebook before moving on to other social media like Instagram and Tik Tok.
8. The logo was discussed. Audio issues were experienced so the report is fuzzy. Jordan explained a bit of the rules of needing our logo versus when needing both MCC and our logo on something. Judith may have a final logo to show at the next all-council meeting.
9. Artist spotlight duties were discussed. Jennifer and Celeste (along with Gail) will meet with Medway Cable Access to talk about a video series. Kim will be taking over outreach to artists to be spotlighted. Angelica offered to take on the duty of posting the spotlight article to the town website.

10. A mask fundraiser was discussed. Judith discussed possible designs and costs, and suggestions were made. Becky raised the question of logistics - where would these masks be sold? Angelica mentioned the possibility of having a table at a town Halloween event late in October. Ultimately, it was decided to explore the mask idea, but keep in mind the logistical issue of selling them.
11. Meeting was adjourned at 8:27 by a motion from Celeste and seconded by Angelica.