



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 October 20, 2020.

#### Medway Cultural Council's Marketing and Media Subcommittee

Meeting started at 7:15 due to technical difficulties

Present: Jennifer Kendall, Jordan Warnick, Angelica Crosby, Celeste Falcone, Karyl Wong, Kim Blenkhorn, Gail Hachenberg

Absent: Becky Atwood, Judith Moffatt

1. Minutes from September meeting unanimously approved with a motion put forth by Gail and seconded by Jennifer.
2. Photography contest was discussed. It ended up being quite successful.
3. The opening of grant applications and its promotion was discussed. Outreach to artists was considered and debated, as it is likely to be a year with little funding available. Jordan pointed out the need to compile contact information from artists in town. He will work with Karyl on compiling a list in order to send out grant application information as well as to update artist contact information.
4. The idea of an artist association was discussed. Kim talked about reaching out to artists in order for artists to come together and get to know each other.
5. Marketing for the Cultural Council was considered. Posting information on the police sign as well as the Choate Park sign was discussed. It was thought that posting minimal

information (logo and something like “see us on Facebook” or “watch for coming events”) on these might spark curiosity about the council. Also, yard signs or magnets for cars were discussed as ways to promote the council amongst members.

6. The virtual studio tours were discussed. A press release will be worked on. Jennifer will share information about it with Jordan.
7. Jordan provided an update on the logo. The logo design is now completed and will be updated in all places that it is used. Jordan will have stickers made with the logo.
8. Artist spotlight duties were discussed. Once Kim receives an artist spotlight questionnaire, she will turn it into a Google document and share it with Celeste, Jordan, Gail, and Jennifer. Jordan will work on turning the artist spotlights into press releases.
9. Gail asked the subcommittee to share information about the Trail Club’s “Soup on the Bridge” event on Sunday, November 8 from 2-4 pm.
10. Jennifer will provide information to Jordan about the agricultural photo competition, the artist spotlights, and the virtual studio tours so that press releases can be written and sent.
11. Meeting was adjourned at 8:50 with a motion from Karyl and seconded by Jennifer.