



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 November 17, 2020.

Medway Cultural Council's Marketing and Media Subcommittee

Meeting started at 7:07

Present: Jennifer Kendall, Jordan Warnick, Celeste Falcone, Karyl Wong, Gail Hachenberg, Judy Moffatt, Becky Atwood

1. Minutes from the October meeting were discussed and approved.
2. The Medway Artist website was praised. Celeste will contact Kim and see if she is ready for it to be promoted.
3. Artist spotlight was noted to be running smoothly.
4. Grant cycle is winding down. Celeste discussed the artist inventory efforts spearheaded by Jordan. Celeste's contacts were mostly unreachable via phone. She will contact the flower shop tomorrow. Procedure should be to let Jordan know what results from your contact efforts. Karyl is going to contact grantee artists by email so that website information is conveyed easily.
5. Mission statement was discussed. Becky offered up a mission statement -

*The Medway Cultural Council's mission is to infuse our community with rich art and other cultural experiences such as music, performance, craft and traditions from around the world, in order to promote education, cultural appreciation, unity and higher order thinking. We accomplish these goals through grant funding, program development, and by nourishing the conditions under which our local artists can thrive.*

Jennifer made a motion to accept Becky's mission statement; it was seconded by Judith. It passed unanimously. Note: this vote should be seen as an endorsement of the statement from the subcommittee and not an all-council vote.

6. Color and Send Cards and Kits were discussed. The first one will go out this week. Celeste will post again on Facebook. Judith talked about turning the second one into a download that anyone can download.
7. Karyl talked about Art Lee and getting him onto the Artist Spotlight schedule - possibly in March.
8. Artist spotlight discussion resumed again. Judith will be the spotlight artist of December. Publicity will be squared away with that. Judith will send out her questions and answers in the body of an email, as some of us are having difficulty opening files. Jordan will look into getting the artist spotlights turned into a monthly column in a local newspaper. Celeste has been making special facebook posts in Canva.
9. The hand turkey idea was discussed. It was decided to postpone the wonderful idea until next year. That way, we can do a proper promotional push with it.
10. We discussed the process for the grant round meeting in January. There will be no marketing subcommittee in December.
11. Meeting adjourned at 8:10.