



## Medway Cultural Council Marketing Committee Agenda For September 29th, 2020

*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.*

Category	Items to Be Addressed
Reflection 10:Min	<ul style="list-style-type: none"> <li>● Review Minutes from August 18 Mtg.</li> <li>● Canman Painting Event</li> </ul>
Communication	Shared Google Doc: Marketing Action Items
Approaching Events for Publicity	<ul style="list-style-type: none"> <li>● Grant Cycle               <ul style="list-style-type: none"> <li>○ Report on communications sent</li> <li>○ Next step</li> </ul> </li> <li>● Agricultural Photo Competition</li> </ul>
Web Page Update	<ul style="list-style-type: none"> <li>● Town IT Support, or alternatives</li> <li>● Jennifer? Is help needed with this?</li> </ul>
Facebook	<ul style="list-style-type: none"> <li>● Jennifer currently supporting, Celeste training</li> <li>● Another person</li> <li>● How many posts? As needed?</li> </ul>
Other Social Media	What, who, when?
Cultural Council Logo	<ul style="list-style-type: none"> <li>● Update</li> <li>● Other considerations?</li> </ul>
Artist Spotlight	<ul style="list-style-type: none"> <li>● Marketing will take over tasks               <ul style="list-style-type: none"> <li>○ Communicating with artists-sending questionnaire and obtaining photo of work to promote on facebook</li> <li>○ Editing the artist questionnaire</li> <li>○ Create a Facebook post in Canva. Add the photo provided in the post. Be sure to include a link to the write-up.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Promote 1x a week</li> <li>○ Post to website 1x a month</li> <li>○ NEW tasks - contact Amy Huff at Medway Cable Access (John Foresto gave us a phone number, but she is also probably on the MCA website) and see if they would be interested in doing a segment on the spotlighted artist once a month. Coordinate with them about next steps and contacting the artist.</li> <li>○ Future task - Arrange for exhibiting of artist spotlight's work at Thayer (if artist is interested)</li> <li>○ Timeline for artists that have responded</li> </ul>
Mask Discussion	<ul style="list-style-type: none"> <li>● Sensitivity to other mask initiatives</li> <li>● Design</li> <li>● Cost, vendors, etc.</li> <li>● Timeline-taks</li> </ul>
Other Business	

Weekly:

[https://us02web.zoom.us/meeting/tZAqcOCqDliGt3kpDr4sDOrs-JZdOQYfyuZ/ics?icsToken=98tyKuGsqTwjGNKcuBmORpwlB4\\_CXerwplhHjbcOlw\\_BEXRARizkJa9oCLZQleHW](https://us02web.zoom.us/meeting/tZAqcOCqDliGt3kpDr4sDOrs-JZdOQYfyuZ/ics?icsToken=98tyKuGsqTwjGNKcuBmORpwlB4_CXerwplhHjbcOlw_BEXRARizkJa9oCLZQleHW)

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