



JEFF NEASE
ORLEANS TOWN CLERK

Cultural District Committee Minutes
Jan. 9, 2024

Attendees:

Bonny Campbell-Runyon [Zoom], Donna Rowe-Korn (pending SB appointment), Karen Pierson, Joanna Keeley, Louis Yarmosky, Paul Shorthose [Zoom], Debbie Winnick, John Didsbury, Clare O'Connor-Rice
Guest: Thomas DeSiervo, Orleans Recreation Director

Absent: Peter Brown, Craig Oliveira, Andrea Shaw Reed (SB Liaison)

Call to Order: Karen Pierson, Vice Chair, 1:16 p.m.

Welcome Thomas DeSiervo- Orleans Recreation Director –

- 13th year in the field of recreation
- Mission is to create open communication among all committees and departments
- Working with Town Manager, Kim Newman, to determine fees for utilizing 44 Main St.; who should get free access and who should be charged
- Focus is to highlight Orleans as a destination for all ages
- Fully supports cultural affairs.
- Looking to improve communication – planning to increase use of social media outreach

44 Main St. – scheduling is done through Rec department. OCDC can continue to use storage space at the Old Firehouse for now.

Thomas wants to encourage use of 44 Main St. building – centralize town-wide committees, events, calendars, etc.

Joanna explained the history of **Pop-Up Practices**, offered event statistics and plans for the 2024 Spring and Fall series. The Pop-Ups build community with attendees & create relationships between musicians and audience. 1:00-2:00 time slot chosen to follow the Farmer's Market, offering those already in town a free cultural event

Thomas asks - Should we consider different location? Timing?

Response: timing is good for musicians so they can book an evening "gig"; location is walkable, good for indoor option during inclement weather, brings people downtown, easy access to storage for event set-up

Thomas defines Cultural Affairs as everything NOT sports – ideas: special events to include food trucks, Paint & Sip, local artists to present classes, etc. Much of these have been part of Cultural District planning

Approve Minutes- Dec. 5, 2023

Motion: Clare; 2nd: Louis – Unanimous Approval

Treasurer's Report– Louis Yarmosky

Mike Solitro, asst. Town Planner, generated a more readable Financial Report which outlines all OCDC funds – report is attached to minutes

Funds are available to cover ongoing events

Suggestion : put aside \$2,000 to cover expenses not previously budgeted

Suggestion : Encumber Funds from 2023 TM warrant before asking for more

Discussion : create working groups with specific tasks to facilitate Committee work

Action: Set up working group to decide how to spend Grant and Town Warrant funds
Donna Rowe-Korn, Louis Yarmosky, Joanna Keeley, Bonny/Karen
Bonny will ask Craig Oliviera (who has expressed an interest in Family events) if he is interested in joining this group

Review of 2023

- **Committee Charge:** Bonny has revised, sent to Town for approval by the Select Board; once approved, to be posted on Town website
- **2023 Annual Committee Report:** submitted to Town.
- **Motion Made and Unanimous Approval:** Annual Report, updated Mission statement and goals from the Strategic Plan will be posted on the website
- **Action:** Debbie to work with Website Manager on postings

Strategic Plan:

- Goals reviewed. Working group will prioritize and categorize goals per quarter and identify dates and volunteers to implement.
- **Action:** Committee members will send feedback to Bonny ASAP
- Paul will set up a meeting date for the Working Group near the end of Jan.
- Paul suggests 1 more committee meeting to finish draft; then share it with other stakeholders, ie.Recreation Director

Social Media:

- Contract for 2024 – Joanna: OCDC needs to continue funding management of social media; continuity important, budget for 6 months or 1 year [average \$5,000/year]
- **Action:** Install link on website to FB & Instagram – Debbie will work with Website Manager
- Discussion: encumber funds for social media management; how does a social media plan support assets in town?
- **Action:** Debbie will reach out to Social Media Manager as committee representative to develop a 1year contract based on current Social Media Guidelines
- **Motion** - Debbie to work with current Social Media Manager to create plan for 2024. 2nd: Karen...**Vote:** unanimous.
- Invite SM Manager to Feb. meeting – include conversation with younger cultural assets [eg TROVE]

Promotional Space-CC5 lobby: postponed to a future meeting; Bonny will reach out to Craig for details

Outreach:

- Chamber of Commerce **Shop Small Roundtable:** Friday, Jan. 12 – Bonny, Joanna, Karen will attend
- Questionnaire Postcard for CA's – discussed text
Bonny suggests using the CA Brochure distribution list.
Suggestion: OCDC members to visit CA's in person with "elevator speech" and Postcard/Questionnaire to fill out
Paul suggests: outreach to assets with video link...via email? In person...visit and ask questions ...make an appointment if they are not available....have they seen the video? Reciprocal social media
- Coordinator needed for Cape Cod 5 Lobby CA displays

Other Business

- **Debbie researched and presented options for Committee Name Tags**
- **Action:** Debbie will create tags using the Staples version

Motion to Adjourn: Clare, 2nd Louis
3:01 p.m.

Next Meeting: Feb. 6, 2024

Submitted by Debbie Winnick, Secretary

Attachment: Financial Report