

Cultural District Committee
Minutes
March 20, 2023

Meeting was called to order at 10:05 AM.

Present: Paul Shorthose, Louis Yarmosky, Debbie Winnick, Karen Pierson, Clare O'Connor-Rice, JoAnna Keeley, Bonny Campbell-Runyon.

Absent: Peter Brown, Meri Hartford, Andrea Shaw Reed (Select Board Liaison).

1. Review of **Strategic Planning Project**- Power Point presentation as guide for discussion - Paul: would like to interview artists, musicians, and other people working in the creative arena to get their perspective to include in strategic planning. State definition of "culture" is very broad. Louis noted that Andrea thought "diversity" should be included in the definition.
 - Public Art: Public art and future projects should be better publicized.
 - Should the OCD put out a quarterly newsletter?
 - New storefront video should include an audio component to expand understanding of what is "cultural" in town.
 - The concept of a French Day/ Bastille Day was introduced by Paul in a conversation with a restaurant owner during the strategic planning process. "Dine with Duke" is a potential promotion for restaurants.
 - OCD needs to recruit more members (15 is the limit) and volunteers. Tap CA's to be more involved in OCD events and projects.
 - Town needs improved signage for crossing busy roads beyond Main St. How to facilitate walking around town?
 - How to link businesses? Create more public art- ie. the wall along Westies/ use a temporary location to invite the public to participate in a Pop-Up Public Art event/Schedule I Spy! guided walks.
 - Attend public speak once a month to inform the SB about what the committee is doing.
 - Partner with non-profits to reach underserved populations ie. Homeless Prevention Council which would aid in drawing attention to their services. Hold an event at their space? Clare suggested applying for a grant to pay for an artist to facilitate the creation of a sculpture by the residents of Cape Cod Village.
 - Karen wondered how to expand the cultural campus in town. Think broadly about a cultural community without walls.
 - Promotion- Elevate the visibility of the OF as the home of the OCD. Do PR at all events to encourage support for the OF renovation. Create a handout in support of the OCD warrant article and a poster on canvas using photos to show what the OCD does: (theater, music events etc.)-include "Support warrant article #___".
 - Debbie will work on an elevator pitch from the MCC website/mission statement. Suggested all promo materials have a consistent header to make it clear that the OCD is the sponsor or partner with the actual event being most prominent.

- Create a calendar for members to sign up to volunteer to speak at SB meetings, Chamber Board meetings, etc.
- We need a write up for Town Meeting.

Meeting adjourned at 11:15.

Respectfully submitted by,

Bonny Campbell-Runyon
Recording Secretary