

Cultural District Committee Minutes

April 21, 2023

ORLEANS TOWN CLERK
ASST
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ORLEANS TOWN CLERK

Meeting was called to order by JoAnna at 3:07.

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

Absent: Andrea Reed (SB Liaison).

Treasurer's Report: Louis-

\$17,832.13 balance. Summary report will be forthcoming for every grant received.

JoAnna- \$72.00 Square Space fee paid by George M. (from FY '22 grant). Tech Director can help us get access to Go Daddy.

Strategic Plan Update: Paul- see attached page.

CA Brochure will be updated to coincide with an Open House Wine and Pizza Evening.

Louis will organize the event for next fall.

Paul and Bonny will work on a 1 page letter about what's going on in the Cultural District to send to CA's.

Debbie will write up a press release to send to newspapers asking for volunteers for committee projects/events and to be on the committee. Clare suggested using OCD mission and goals as a jumping off point.

OCD Grants: JoAnna- **Pop-Up Music Series** is overbudget by \$270.00. Schedules are printed and will be distributed to the Chamber and CC Times. Louis will write up a short introduction for the opening of each Saturday's performance crediting OCD, AFCC and MCC for making the series possible. Then he will introduce Frank Poranski as the Pop Up Series Director. Louis will make the introductions and ask members to fill in when he is not able to be there. Members are needed to take attendance and circulate sign-up clip board.

The fall series is in process. Karen will check with AFCC to see what date restrictions accompany the FY 23 FCC Grant.

Winterfest grant is in and ready to be spent on FY '22 Winterfest costs.

A motion (Paul/2nd Peter) to use excess funds from the MCC Festival Grant to fund Blue Lights, Earth Day, Big Band concert, 3 Pop-Up performances and and Winterfest Event Coordinator was approved unanimously.

2022 Pop-Up Series was paid for by JoAnna. A motion (Clare/Deb 2nd) to reimburse JoAnna was approved unanimously.

A motion (Bonny/Paul2nd) to pay Candace Hammond for **Social Media postings** once a week in May was approved unanimously.

Debbie will reach out to CA's to ask for info they would like promoted on Social Media.

Town Meeting: We discussed having a musician at TM and handouts about supporting the Warrant Article #40. JoAnna will contact Rand Burkitt to see if he is interested in playing. Bonny will create a handout for TM.

Reminder: Conflict of Interest Forms are due.

Community Art Pop-Ups are a great success. The teens have their own table. Artwork will be displayed outdoors in Parish Park for Earth Day.

A motion (Louis/2nd Debbie) to adjourn was passed unanimously.

Respectfully submitted by,

Bonny Campbell-Runyon
Recording Secretary

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Strategic Planning Project – Next Steps Update

- Implement Quick Wins from Phase I – *Status Next Page*
- Name Task Force to Complete & Draft Initial Plan, Agree Timeline - TBD
- Explore & Document Current & Potential Funding Sources - TBD
- Establish Formal Evaluation Process for New Programs & Projects - TBD
- Keep Meeting with Current & Potential Stakeholders/Partners - Ongoing
- Phase II: Build Draft Plan – May to July 31?

Building an Actionable, Practical Plan

“Always a WIP”

Quick Wins: Status



- (Re)Build a Digital Home for OCD – Website & Active Social Media
 - Debbie leading effort working with Chris
 - Joanne, Deb, Paul and many others working with Candace – volume/followers dramatically increased effectiveness needs measurements
- Awareness Campaign –
 - Market & Launch New Programs – e.g. Creative Community Pop-Ups
 - Promotion happening via collateral, press coverage and social media!
- Explore More Programs/Initiatives with Chamber
 - New Chamber Exec Named: Meet with them to re-establish, formalize collaboration opportunities
- Every Program & Project Needs an Owner and Back-Up/Co-Owner & *Simple Status Doc*
 - Need to Restart Program Status Doc – with definition, team lead and backups, program dates, participants, etc.
- Meet with (even more) Complementary Groups to Discuss Opportunities
 - Ongoing - TBD
- Solidify/Expand Current Successful Programs:
 - Pop-Up Practices – gaining a brand, elevated, new bands, groups, etc.
- Open House with Orleans Assets and Potential Partners
 - Wine & Pizza Evening
 - If Yes, then Who owns, when?
- Evaluate the Need & the Funding of a Dedicated Support Person –
 - Discussion from Select Board Meeting about OCD Committee (Mark) changing ownership, brought in house?
- Will We Need to Expand OCD Committee to Carry the Load? **YES**

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Strategic Plan: Phase II:

Build Draft Plan – May to July 31?

- Establish Task Force
- Agree on OCD Mission, Goals & Philosophy
- Document Scope of Potential OCD Projects & Programs – that support Mission, Goals & Philosophy
- Review Potential Sources for Funding Programs
- Document Current and Future Role & Use of The Old Firehouse?
- Develop Simple Elevator Pitch
- Write Draft Plan with Milestones

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Mission & Goals

Needs Work -Task Group meet to finalize

The Orleans Cultural District promotes arts and culture, enabling and *investing* in a *broad array* of artists through enhanced opportunity and collaboration with local businesses and complementary Town groups to drive the creative economy.

As an *active facilitator* it expects to encourage and inspire visitors and residents to *gather and share experiences* that build a *healthier, more vital, connected community*.

If successful, the OCD, *alongside its partners*, will also help energize and *grow the broader Orleans economy* ensuring a healthier environment in which artist can thrive.



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