

Cultural District Committee Minutes

May 2, 2023

Meeting was called to order by the Chair at 6 PM.

Present: Clare O'Connor-Rice, Paul Shorthose, JoAnna Keeley, Peter Brown, Karen Pierson, Bonny Campbell-Runyon, Debbie Winnick, Andrea Reed (SB Liaison).

Absent: Louis Yarmosky.

Minutes from last meeting were approved unanimously.

Treasurer's Report: JoAnna will send a copy of the financial report to committee members. Paul wants to see a summary of the OCD budget.

It will cost \$225 per year for Media Connections. There is still no access to the OCD website as we don't have the Go Daddy password.

MCC Festival grant is not yet available.

There is a new Festival Grant application available with an early June deadline if the committee wants to pursue it.

JoAnna reported there is someone interested in helping the committee with accounting. She asked for a meeting with the assistant Town Planner to see if this is possible.

Karen checked with AFCC to see if we can use the AFCC grant funding for the Fall Pop-Ups. They were fine with that.

OF/Pop-Ups: Judy Lindahl, new head of the Chamber of Commerce, offered to replace the small Pop-Up poster with a 24x18 poster. She also gave us use of the display panel in front of the OF to use as we see fit. JoAnna suggested we display the Cultural Assets storefronts. She is meeting with Judy Friday.

Louis needs coverage at the Pop-Ups May 13 (Deb volunteered), May 20 (Peter volunteered) and June 24.

JoAnna compiled statistics for Pop-Ups for the past 3 years.

The Academy of Performing Arts will hold 2 open rehearsals in July in Parish Park and 3 pop up performances following the Saturday Live Music for 10 to 15 minutes to preview their coming plays!

The town will be managing the scheduling of the Old Firehouse beginning July 1st. The Cultural District will continue to have priority access for use of the space. At the time of our meeting there were no definitive plans as to who would take over the scheduling.

Orleans Comprehensive Plan: After some discussion with input from Andrea about our role in updating the plan, Paul volunteered to write a draft and send it to members for feedback. The OCD wasn't in existence when the OCP was created so we may need a new section.

Town Meeting: Debbie wrote a press release. She will send it to CA's for their information. Bonny will write up a summary of OCD activities/accomplishments to be handed out before Town Meeting. Clare shared a statistic that every person who attends an event in town spends \$31.57 while in town.

New Member: Kirsti Pfeiffer will be appointed to the OCD via Zoom at the next SB meeting.
A motion to adjourn (Winnick/O'Connor-Rice) was approved unanimously at 6:45.

Submitted by,
Bonnt Campbell-Runyon
RecordingSecretary

June 2023 Social Media and PR Update

Hello,

I want to say that I have been working very hard to raise the profile of the OCD in the community, and while it takes a fair amount of time every week, I find it to be so gratifying.

When I started six months or so ago, there was a Facebook page being managed by mostly one volunteer, and no Instagram presence. For an arts organization in particular Instagram, being a visual platform is vital.

I'm excited to report that in just a few months we now have close to 400 followers on Instagram, and it's growing every week. It's an especially important platform to engage younger people. I spend time every day, several times a day, scrolling our feed, sharing posts from assets, posting our own events, and building community.

We currently have approximately 770 followers on Facebook, up from approximately 500. I am also on this platform several times a day, sharing and posting relevant information about events around the area, and again, posting our events and sharing posts from our cultural assets.

I post photos, videos, and news of interest to our OCD followers 6 to 7 days a week on our platforms, but more than that, I spend hours every week culling our feed on both platforms to share pertinent arts and community information with our followers. My focus is on our cultural assets, the Orleans community, and our bounty of natural beauty.

Managing social media is much more than throwing a post on the internet. It is much like a child that needs constant tending. Building a following is all about noticing others, liking their posts, sharing them... it's building a community, albeit a virtual one. But, that virtual community hopefully turns into a community in real life. A community of people who visit Orleans galleries, shops, and attend our Pop Up Practices, art classes and all the other events the OCD hosts.

More than ever social media is a vital method of communication for any business or nonprofit. We don't have to pay for ads, we have the power to get the word out in our own way, in our own voice, as often as we like.

You only have to peruse the local papers to see that most of them are no longer "local." We are fortunate to have the Cape Cod Chronicle, which has been very generous in covering the OCD, and the Cape Cod Times, has some as well. With only one independently owned and run paper covering us, it is more vital that we have control of the narrative with a very active presence on social media.

That said, I have also been working on print and radio as well. We have had write ups in the Cape Cod Times, the Chatham Chronicle, and are mentioned several times a week on WOMR. Print is still a way many continue to get their news, so I stay on top of that medium as well.

I look forward to continuing to grow our presence on the Lower and Outer Cape, and as we create more events I am excited to promote all the wonderful cultural assets Orleans has to offer, and grow our reach. I foresee wonderful things for the OCD and am excited to shine a light on all to come.

Promoting our 45 assets:

My idea is to contact each of them and have them send me a line or two about their business/company/performance center. We will then integrate them into the existing video that shows all of them. If you choose not to add them to the video we could put the quotes next to a thumbnail photo of their establishment.

This will take a considerable amount of time. 45 assets is not a small number, and by the time we begin doing this I'm thinking there will be a few more with new galleries opening. It will take time to individually contact each one of these places, and then there is always the follow-up - most people do not follow through, and culling the information about their particular asset. Experience has taught me that you can ask people to send you two sentences, but what you will get in return is much more which will then need to be edited down, returned to the sender for approval etc. I estimate that we could be looking at a minimum of 30 minutes per asset between contacting them, getting their reply, editing that, going back to them for approval, and sending in the final draft. And there may be some where going there in person is necessary if they don't reply, have email etc, but it is a way to have people in their own words tell us what is the most special and important part of what they do.

I explained to Joanna that people don't want to read long descriptions and narratives, but hearing in the voice of the person or people who own or direct these assets I believe would be meaningful and impactful.

In conclusion, I see my overall role as one of not just announcing events, but one of community building. Orleans is a more disparate community than, say, Wellfleet, which has a very active and engaged community in areas as diverse as the arts and housing. What we are seeing with people coming to the Pop Up Practices every week, and engaging with us online is the interest is there, the people just need a reason and a destination. The Orleans Cultural District is doing that, and I'm honored to be a small part of sharing that mission with the community at large.