

Mid-Cape Cultural Council - Monthly Meeting Minutes	
Date/Time	Wednesday, October 27, 2016 7:00 pm
Location	Growth Management Conference Room, 3rd Floor, Town Hall, Hyannis, MA
Facilitator	Marlene Weir, Marilyn Heberling, Co-Chairs
Documented by	Georgia Kreth, Recording Secretary

Attendees	Initials	Role	Present	Absent
Marlene Weir	MW	Co-Chairman	X	
Marilyn Heberling	MH	Co-Chair	X	
Rachel Youngling	RY	Treasurer	X	
Elise McMullin	EM	Correspondence Secretary	X	
Georgia Kreth	GK	Recording Secretary	X	
Joel Chaison	JC	Member	X	
Barbara Adams	BA	Member	X	
Kim Rumberger	KR	Member	X	
Suzanne Finney	SF	Member	X	
Paula Hersey	PH	Member	X	
Mary Taylor	MT	Member		X
Other Attendees				
Ellen Cliggott				

Topics
Opened Meeting at 7:00 pm.
<p>Announcements: MH Confirmed Agendas must be submitted to the town of Barnstable 1.5 weeks prior to meeting. Introductions of Council Members to Ellen Cliggott guest interested in joining committee.</p> <p>FY 17 Grant Applications have been received in the new electronic system. Some Committee members requested paper copies. ACTION 46: MH/MW took the action to have some printed and available prior to the Grant review meeting.</p>
Approval of September Minutes: Approved
<p>September Treasury Report Approved: The Treasury Report was presented by RY and approved during the meeting.</p> <p>Noted: \$6500 remaining in 2016 grant funds, ACTION 47: RY will send a reminder to Grantees to submit their reimbursement requests. Grantee, Kathleen Healy requested an extension. The balance shown on the July report contained a typo and has been corrected.</p>

Topics

Vote on 15% Grant budget set aside for MCCC administrative costs and public arts projects

Public Arts Project Funding

RY confirmed the percent of the FY17 grant funds allowed for a committee project is 15%.

Attendees discussed the benefits of allocating funds to be used for fundraising to support the project. Potential uses may include compensation of Site Engineers, Artist for refinement of project proposals/presentations and designs.

It was noted if the funds aren't required they can be reallocated to the grant budget.

KR proposed forming an effective fund raising committee to that would not expect compensation to make presentations, rather than compensating artists for such efforts. PH suggested the development of a marketing plan prior to discussing the costs associated with fund raising. She also pointed out in kind donations could be sought from publications and other sources.

RY noted it must be determined how much money will be set aside prior to the grant review/approvals because it impacts the amount of money available for the grant applicants.

The council has been granted \$11,300 of which 15% can be allocated to the Public Arts project.

PH moved to allocate 15% to the Public Arts project, the motion was seconded and approved by the Committee.

Administrative expense:

RY explained up to 5% (\$565) of the budget can be set aside for Administrative expenses. Last year \$300. Was allocated which was ample. Councils are allowed to cover food and beverage expense for receptions etc. under Administrative costs.

MW proposed 5% be allocated – proposal was motioned and approved.

With 15% set aside for the Public Arts project and 5% for administrative costs, and the remaining funds for FY16, the total amount available for Grant wares in \$10,040.

Grant Rating Worksheet:

The review of the rating worksheet was continued from the September meeting. It was noted the language of the 5th bullet under Community "Public Benefit" should be changed to align with the policy guidelines agreed to in a previous meeting. The bullet now reads: Does the project benefit our community.

Adding the requirements that each application is required to meet was discussed and it was agreed since the on line application does not allow submission if the requirements are not met it is not necessary to include a check list on the rating sheet.

The rating sheet as noted above was approved by the committee.

Attendance Policy.

LLC requires at least 11 meetings be held per year.

MH reported she consulted the LCC on attendance policy. While there is not a policy in place they strongly recommend individual councils adopt and adhere to one.

The number of meetings required and the concept of "excused" and "unexcused meetings" were discussed. It was agreed attendance at 8 meetings would policy. An absence will be considered "excused" if the member notifies a Co-Chair in advance they cannot attend, and submits the status or results of any actions items to one of the Co-Chairs prior to the meeting being missed. An absence will be considered unexcused when a member does not notify a Co-Chair they will not be in attendance (emergency situations excluded).

Unexcused absences will be addressed by the council, after 2 unexcused absences a recommendation may be made to the Town Council to terminate un-appoint the member.

Motion to adopt policy as written in minutes to be amended for exact language made and approved. **ACTION 48: MH/MW** to finalize wording of policy.

Further noted: The council meetings must take place in a public place, accessible by the public. However, it is possible to use a conference phone to allow participation for a member would otherwise not be able to attend the meeting. **ACTION 49: MW** took the action to follow up with the town to see if conference phones are available.

<p>Topics</p> <p>Role Descriptions Review: MH invited comments/approvals of the Co-Chair, Treasurer, Recording Secretary, and Correspondence Secretary role descriptions that were provided via email. The descriptions were approved by the Committee as written.</p> <p>Pubic Arts Project Coordinator Role - MH consulted with Charlotte Cutter of the LCC for guidelines for Becky Lawrence’s role of Public Arts Project Coordinator role description. Based on that guidance MH drafted a role description and reviewed with the committee. BH noted we now have a committee to manage social media. It was confirmed Marleen Weir, Melissa Hersh and Becky Lawrence are the appropriate people to be listed as contacts on Public Relations materials. It was noted Becky Lawrence will present any PR materials to MW, MH and the PR committee prior to publishing.</p> <p>ACTION 50: MH will add language to the role description and bring back to the committee for review.</p>
<p>Publicity Committee Report: PH Chair of the subcommittee reviewed the strategy and mission statement of the subcommittee and provided a detailed status report of their social media plan. ACTION 51: PH will distribute the report to committee members electronically post meeting.</p> <p>Highlights included: Scheduling of posts and most effective days/times for different types of information and use of Hashtags Sunday – Artist quotes Monday – Meet ups and upcoming Art Talks Tuesday – Opportunities – Art Walks etc. Wednesday – Video – Focus Ted Talks and Artists Thursday = Events around town Friday = What’s new Saturday – Sill, fun things 1 post per day to start, and working up to 3 per day in the future. A 90-day schedule is being established in excel and will be on the gdrive. Automated scheduling can be done on Facebook, and Facebook will be linked to twitter eventually. Instagram will be utilized sometime in the future. Posts on FB will be crafted in such a way that they make sense when pushed to Twitter. Artists will be invited to tag us using #EmbracingArtInnovation</p> <p>Housekeeping on FB to clean up Administration and Roles. Specific email for people to submit post requests /recommendations, or communicate with the page.</p> <p>EM – suggested adding a “donate’ button on the FB page. This concept may be explored further RY will need to be consulted on financials and automated account payment requirements.</p> <p>Brochure: KR provided a status on the brochure and requested assistance on some of the historic content. MW agreed to assist. ACTION 44: KR, MW</p>
<p>Fund Raising Committee Report: Sub Committee Chair SF, and Sub Committee Member BA announced their resignations from the MCCC effective November 10, 2016. They will submit written resignation on November 9th. Further discussion of Fund Raising was tabled until after the Grant review / approval process. MT, MW, JC current members of the Fundraising committee agreed a formal process must be established for fund raising. The Public Arts Project site plan is currently scheduled to be presented to the Town Council on December 15, 2016. Committee members are welcome to attend.</p>
<p>New Members: Ellen Cliggott, in attendance will be submitting her application to serve on the committee ACTION 52: ALL Committee members were asked to think about recommendations for new members.</p>

Topics
Other: Grant review meeting November 9 th , 6pm Town of Yarmouth agreed to provide us information on who to contact to post our agendas and minutes to their site
Action item log was reviewed and updated as noted below.

Action Items (Note open items will be carried on minutes until closed. Going forward numbering will not repeat)

No.	Action	Status	Owner	Date Raised	Target Date
1	When possible, attend MCCC-funded events, wearing badges, take photos	Open	All	5/11/16	On going
31	Assist public arts project with video	Open	PH	9/14/16	TBD
33	Request a contact list from the Business Improvement district	Open	MH	9/14/16	9/30/16
39	Review Conflict of Interest Document	Open	ALL	9/14/16	
40	Re-write Grant Rejection letter	Open	GK	9/14/16	9/30/16
44	Finalize brochure	Open	KR/MW	9/14/16	10/12/16
45	Contact town of Barnstable to update members on site	Open	GK	9/14/16	10/12/16
46	Print grant applications and available prior to the Grant review meeting.	Open	MH/MW	10/27/16	11/2/16
47	Send a reminder to Grantees to submit their reimbursement requests	Open	RY	10/27/16	12/14/16
48	Finalize wording of attendance policy.	Open	MH/MW	10/27/16	12/14/16
49	Follow up with the town to see if conference phones are available.	Open	: MW	10/27/16	12/14/16
50	Add language to the Public Arts Coordinator role description and bring back to the committee for review.	Open	MH	10/27/16	12/14/16
51	Distribute Publicity report to committee members electronically post meeting.	Open	: PH	10/27/16	12/14/16
52	Think about recommendations for new members.	Open	ALL	10/27/16	12/14/16

Closed Action Items from this meeting. (note closed items will not be carried to minutes of next meeting).

No.	Action	Status	Owner	Date Raised	Target Date
32	Amend August minutes to include Instagram	Closed	GK	9/14/16	9/30/16
36	Email Marilyn role descriptions and she will consolidate them into on document for review.	Closed	ALL	9/14/16	9/30/16
37	Review score card off line and email	Closed	ALL	9/14/16	9/30/16

No.	Action	Status	Owner	Date Raised	Target Date
	comments to MCCC members prior to the October meeting.				
42	Send PH and MT link to access HyArts Public Art Project Grant	Closed	GK	9/14/16	9/30/16
43	Fundraising/Events Subcommittee meeting – to develop recommendation for fund raiser kick off	Cancelled SF resigned & Postponing FR	SF	9/14/16	10/12/16
34	Email members a list of groups/companies to research contacts from to invited to public arts kick off and approach for donations	Cancelled SF resigned	SF	9/14/16	9/30/16
35	Inquire if Guyer barn event can be put on the Christmas stroll event list	Closed Postponing FR	MW	9/14/16	9/30/16