

Mid-Cape Cultural Council - Monthly Meeting Minutes	
Date/Time	January 10, 2018 7:00 pm
Location	Planning and Development Conference Room, 3 <sup>rd</sup> floor, Town Hall, Hyannis, MA
Facilitator	Marilyn Heberling, Chair
Documented by	Ellen Cliggott, Acting Secretary

Attendees	Initials	Role	Present	Excused Absence	Absent
Marlene Weir	MW	Member		X	
Marilyn Heberling	MH	Chair	X		
Rachel Youngling	RY	Treasurer	X		
Georgia Kreth	GK	Secretary		X	
Ellen Cliggott	EC	Member	X		
Kim Rumberger	KR	Member		X	
Paula Hersey	PH	Vice Chair	X		
Mary Taylor	MT	Member	X		
Kevin Shanley	KS	Member		X	
Don Knaub	DK	Member	X		
Lynne Belfiore	LB	Member	X		
Sarah Thornington	ST	Member	X		
Martha McClusky	MM	Member	X		
Cheryl Powell	CP	Member	X		

Topics
Opened Meeting at 7:02 pm.
December MCCC Meeting minutes - Approved
MCCC Treasurers report – Approved. RY provided an overview of the report. Highlights: Received funds from the state. Cape Conservatory grant for 2017 not yet paid.
Media Committee Report: Additions to Media Committee: EC, LB, CP (along with PH, KS and GK). Press releases – grant awards. New members. Taste of Art. Set up a press release schedule. PH discussed communication vehicles: 400 Facebook followers. Every time you see a MCCC post, like it and SHARE it. We need to build more followers. We could spend some money to do boosted posts. Our other channels are limited or non-existent. We don't have a website we can control, and we don't have an email database. Should we do MailChimp? We need a centralized and branded way to send out our announcements. <b>Action 106:</b> MH to ask Melissa Hersh about whether we could create a WordPress website, and whether we can use MailChimp to communicate with the public.
Fundraising/Events Committee Report:  Patronicity – report by RY Patronicity works with Mass Development to help with funding initiatives in urban development, Commonwealth Places initiative. Improving otherwise degraded areas. Hyannis BID used this to do murals and lights.  Must be a non-profit doing a project like ours. We have to apply for approval, and then set a commitment level and raise it. Partial funding – if we don't make it to our level, we keep the money we raised but don't get the match. Full funding – if we make the goal we keep it and get a match from MA Development. Most projects make their goal. If we don't make the goal, we don't get the money.  The match makes donor's money go further and have a greater impact. This is a good pitch.  The amount that we raise starting on day one of the Patronicity campaign counts towards the goal. Amended 2/14/18: Our

## Topics

Patronicity goal of \$11,000, any money we already have in our account will **not** count towards the goal. ~~Anything in our account already can count towards the goal.~~ We aren't allowed to get more than 35% from one donor. But this is a platform for getting smaller donations anyway. A bread-and-butter approach.

Using this platform opens us up to digital outreach, makes it easier for all of us to go out to the public with it. (as opposed to direct mail, phone calls etc.).

Donors can choose to cover the Patronicity fee (they will be asked if they wish to do this when they check out online). The fee covers the help Patronicity gives us, which could include them doing a video for us.

RY presented a draft budget for Discovery Walk installation (assuming \$5K for engineering costs). The estimated budget is \$21,920. If our campaign is \$10,500, we would pay a 5% Patronicity fee of \$525, and get a match of \$10,500 from MA Development. Giving us a total of \$20,475. We have a Mass Cultural Council grant, and the initial \$500 we've already raised.

Note that the artists were already paid fees from previous granting.

Any large donors with naming rights – can fit into this picture. \$3500 of a large donation would count towards the Patronicity campaign (the rest would be separate). "Perks" are a way to structure reward levels in the campaign.

We would need to apply by February 1<sup>st</sup>. Then we would need to begin all the preliminary work to prepare. We choose the campaign start date. Once the campaign opens, we have 60 days to fundraise.

Then we have to execute on the project within a year of the end of the campaign. If we're making progress and being effective during that year, we should be fine.

Vote – do we want to proceed with Patronicity at the full "All or Nothing" level? Approved.

### Working Groups:

Text: EC, KR and CP– writing the pitch. Go to Patronicity and look at campaigns. Plymouth a good example. Need to show what the value is to the public.

Pictures: What we currently have is inadequate. We need to show the spaces that we are trying to improve. MT and ST.

Video: Patronicity will send a team down. PH can be the liaison to them.

Charts and graphics: maybe data on number of visitors. Research – MM. We have a logo but can we get other renderings/sketches etc. Infographics would be good.

Who will liaise with the artists? Photographers can liaise with them and be the main contact.

For the application itself:

Write the text by 1/20

Share with others who add the pictures and graphics. Not everything needs to be done for the application, we don't need to go too deep.

**Action 107:** RY will set up a folder in the Google Drive called Patronicity.

Background (this will include the PowerPoint deck, fundraising brochure, fundraising letter)

Photos

Stats

Text

**Action 108:** PH will add new council members to Trello and send out the video. Hopefully PH can do training on Trello once we can get into a larger room.

Taste of Art:

Taste of Art Fund Raiser during ART week on Thursday May 3<sup>rd</sup>. MT will need help. MT has a new letter to restaurants. May add the piece about ArtWeek – we might be able to make it an official ArtWeek event, which would get more promotion for the restaurants. MT showed the proposed booklet for the Taste of Art attendees, and posters. Tickets need to be reprinted. CP volunteered to help get restaurants. Need a physical place to sell tickets – the Directions store would be great. Attendees would then come to Guyer

<b>Topics</b>
Barn that night to pick up their packet. "Rules of the night" will also be included. The end point may be the West End. Timing – start at 5:30, end at 9:00. LB will also join committee for this event.
One Act Plays: Deadline for One Act Plays is Jan 30 <sup>th</sup> .
Grant Reception: April 29 <sup>th</sup> (Sunday) at the beginning of Art Week, in the Guyer Barn. Open House style. Could that be the kickoff for the Patronicity campaign? Announce it, give us time to warm up donors and prepare. Can have a donation bucket there (manned by RY).
MH is meeting with Melissa Hersh next week and will discuss various items, including Guyer Barn.
Reminder to all to donate before January 31, 2018, if you haven't already done so, so we can go into the Patronicity fundraising having the full support of the Council.
Other:
Next Meeting: February 14, 2018

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
57	Send EC 5 bullet points of who we each are, why we chose to give back to our community etc. EC to provide list of who hasn't done this yet – KS, LB (send examples to LB)	In process	ALL	2/8/17	1/10/2018
70	Organize Gdrive and include table of contents.	In process	GK	4/12/17	2/28/2018
81	Familiarize yourself with Trello. Tutorial from PH (upcoming meeting)	In process	ALL/PH	6/14/17	1/10/2018
97	Follow up with grant recipients who haven't submitted reimbursement requests	Open	RY	11/7/17	1/10/2018
100	Reach out to the museums to partner on Art Week.	Open	MH	12/13/2017	1/10/2018
101	Discuss schedule and location for One Act plays with Melissa Hersh. Perhaps late May or June.	Open	MH	12/13/2017	1/10/2018
102	Follow up with Melissa H. on venue and date for reception/Taste of Art – April 29 and May 3	Open	MH	12/13/2017	1/10/2018
105	DK will work with KS on printing additional copies of the packet materials and will collate more packets.	Open	DK/KS	12/13/17	2/14/18
106	Ask Melissa Hersh if we can set up our own website and if we can use an email management system like Mail Chimp to send out newsletters and other mass emails.	Open	MH	1/10/18	2/14/18
107	Set up a folder in the Google Drive called Patronicity	Open	RY	1/10/18	2/14/18
108	Add new council members to Trello and send out the video	Open	PH	1/10/18	2/14/18

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

No.	Action	Status	Owner	Date Open	Reported Closed
92	Include request for promotional materials in email notifications to grantees, so that so we can review the placement of our logo, and we can also promote their	Closed	GK	8/9/17	1/10/2018

	activities				
103	Inquire with town on ticket charge regulations – OK to do.	Closed	MH	12/13/2017	1/10/2018
104	Send council members to the link to the Public Arts Project Grant application.	Closed	GK	12/13/2017	1/10/2018

Reminders:

Add additional donor contacts to list on gdrive

Invite FB friends to follow/like the page; provide PH photos of events; encourage Grantees to submit items for social media. Share Council posts.

Send PH photos of events you attend for Facebook.

Attendees discussed ways of educating applicants on effective grant application writing. In addition, we are required to conduct a Community Survey this year. The information gathered may help to determine what communication/education about the grant process would be helpful to applicants.