West Concord Junction Cultural District Committee Minutes

Tuesday March 2, 2021 at 5pm Via Zoom

Members present: Kate Yoder, Jennifer Montbach, Margot Kimball, Lisa Evans, Ann Sussman

Members absent: None

Guests: Marcia Rasmussen (Town of Concord), Terri Ackerman (Select Board), Ed Feather (guest and prospective member), Susan Mlodozeniec (Liaison to WCAC), Carlene Hempel (Liaison to newly formed Junction Village Open Space Task Force)

Taking notes: Jennifer Montbach, Clerk

HOUSEKEEPING

Minutes from the January 2021 and February 2021 meetings were approved unanimously.

Kate Yoder volunteered to be acting chair.

Jen volunteered to be clerk as long as minute-taking duties rotated among members.

We welcomed Ed Feather, who is interested in potentially joining the committee and is here as a guest.

DESIGN GUIDELINES

Ann reviewed the newly created design guidelines created by her and Susan. They can be found at: https://docs.google.com/document/d/1Z890MqBYQWl6jBVQD9luloGlvhenieveG3PwSJQ1JAs/e <u>dit</u>

She thanked Susan for putting together the vision statement. The emphasis is on walkability and gathering spaces.

Important to show the state that we have taken steps to identify the district and deserve to continue as a cultural district. Marcia will be preparing that application for review and will present it at the next meeting. Susan and Marcia will consult the planning board and other committees regarding how to make these recommendations official.

Everyone agreed to review the accompanying photos on their own time.

The committee thanked Susan and Ann.

Susan needs examples of events we have organized in the last three years. Carlene will send these to Susan.

FESTIVAL GRANT

The group discussed whether to submit a grant proposal for a \$500 grant that could be applied to Porchfest. Given that we have yet to schedule another Porchfest due to pandemic uncertainty it was agreed we should defer this decision until after the next meeting. Establishing a timeline for "go/no go" for Porchfest, and reviewing the overall logistics of the event planning will be an item on next month's agenda.

Marcia believes that money needs to be allocated or spent by the end of June. Given the uncertainty at this time, we will need to ascertain if this application makes sense once we have created the timeline.

RECRUITMENT

We discussed West Concord residents we know who we feel would make good committee members:

Tony Rinaldo, photographer Lisa will contact

Maia Kennedy, photographer Jen will contact

Jennifer Hurley-Wales, radio and television music executive (retired)
Jen will reach out

Ed Feather, painter and photographer, working in advertising Member of Freedom Trail Foundation board, leads marketing and technology committee Is here today auditing

Lisa Perrante, marketing/PR professional, adult piano student at CCM Kate will reach out

We need three more members. Others can join us on an ad hoc or project basis. Skill sets we particularly need are marketing and publicity, event management, and grant writing. Terri will mention this at the next Select Board meeting.

RECOVERY GRANT

We received a \$7500 grant from the Massachusetts Cultural Council. Jen reviewed the project summary and budget.

The next step is to choose a designer. The two proposals were shared on screen and will also be emailed. The third designer we solicited did not respond to the proposal.

We reviewed the Arlington map and brochure that are our inspiration pieces.

Ed suggested we create a more detailed creative brief and offered to spearhead that. He suggested a website or QR code in the final piece will be helpful.

Jen will create a google group to facilitate communications. She will send out the two proposals. Per OML we will meeting in one week to vote on which designer to hire. That meeting will be on Tuesday March 9, 2021 at 5 pm for 15 minutes for just that one agenda item.

The next full meeting will be on Tuesday April 6 at 7 pm.

The meeting was adjourned at approximately 6:20 pm.