West Concord Junction
Cultural District Committee

Meeting Minutes

Tuesday, April 2, 2019, 7:00 p.m.
Harvey Wheeler Community Center Lecture Room

Members present: Jennifer Montbach (chair); Margot Kimball; Kate Yoder; Carlene Hempel; Lisa Evans; Ann Sussman

Members absent: Harry Bartlett

Visitors: Marcia Rasmussen, Director of Planning and Land Management; Susan Walker, owner, Reflections; Jennifer Johnston, owner, Three Stones Gallery

The meeting was called to order at 7 p.m.

ArtWeek and Art Scramble Update

Margot updated everyone on the Scramble project. We still need folks to come in and paint tiles, but the work is coming together nicely and people are having fun creating them. Please continue to spread the word and bring in groups of people. This coming Thursday is an art-making marathon 5-9pm, with a goal of making at least 50 tiles. Carlene will bring a pack of 10 over to Jess at the Umbrella. Marcia will add a notice to the New and Notices email blast via Erin the public information officer.

Kate discussed where at the church the final mural will hang for the bluegrass concert. She needs to work that out with the church representative. Margot requested a flyer or some other print material for the event that she can hand out to people who want to come see the final product. Kate clarified that the musicians who are participating in the event pay the fee, but the concert, which is open to the public, is free.

Carlene is trying to work out where the painting can hang at the end of the event. Ideas include Reasons, 5 & 10, the old Dance Prism storefront, the Fowler library, etc. Marcia pointed out it could travel to different venues throughout town.

Susan Walker suggested we contact the Journal to run a story about the event. Marcia is not certain whether even Town Meeting will be covered so cautioned that we may not get someone to cover this.

We need someone to help with creating an ArtWeek postcard for the event itself. Jen will create the postcard over the weekend and Carlene will send her the info.

Three Stones Gallery is hosting a launch party on Saturday, April 27, from 6 to 8. We still have to secure a bluegrass band for this event. Stephanie Stillman is recruiting a duo to perform. The event will be followed by a party at Margot’s ART GYM. We discussed who would pay for the band - the fee is $200. Carlene was confident we would find the funds to compensate the musicians. Marcia suggested those funds could come out of the funds we had planned to pay Tim Kness who is MIA.
Margot is planning an ART GYM on Thursday May 2, 6-8, at Nashoba.

Carlene updated everyone on participating partners:

- Salt Box will create an ArtWeek drink for us. It’s called Ben’s Banjo.
- Reasons to be Cheerful will create an ArtWeek flavor for us - something to do with bluegrass and bourbon. Jen suggested Fingerpickin’ Good.
- Reflections Women’s Consignment will put multiple pairs of cowboy boots in the window for sale.
- The Library will create a bluegrass-themed table of books to display for us.
- No response from Wood’s Hill. Kate will also email Kristin Canty.
- No response from West Concord Liquors re: bourbon tasting. Kate will also reach out to her contact.

Margot will reach out to Tim to get the press list he compiled on our behalf.

The week’s theme is: West Concord Goes Bluegrass for ArtWeek

**Consultant Update**

Carlene updated everyone on the surveys. There are three: for residents, the artist community, and the business community. Carlene distributed it to artists and businesses in town. Ann assisted, and looped in Bradford Mill artists. There will be multiple follow ups with artists and businesses; however the challenge remains to reach residents. Jen distributed to the West Concord Google Group. Pete DeRosa sent to his neighborhood in the Conant area. Marcia sent it via New and Notices. Carlene will ask if it’s possible to do it in paper form. Carlene is waiting to find out how many have been filled out.

There will be an open house on April 23, 4-7:30 at the Wheelhouse, 33 Bradford Street. We’d like to get the artists and any other concerned community members to talk about the results of the survey and get feedback on what everyone needs. Carlene has reached out to the artist community to recruit them to this event. Carlene will create information boards with inspiration communities: Northampton, Nantucket, Belfast ME, Rockport, Provincetown.

**Porchfest Update**

**Date:** Saturday, September 21, 2019 - the equinox! (Rain date: Sunday, September 22) 1-5pm. Checked against Rotary Oktoberfest (not being held this year), Ag Day (no response, but was 9/8-9 last year and since it ran in the late morning, crossover is OK), other Boston-area towns’ porchfests (only conflict is Milton, MA which Jen does not perceive as a competitor in terms of geography).

Jen shared the logo which the committee liked and the URL of the website, which is under construction: [www.westconcordporchfest.org](http://www.westconcordporchfest.org) (free website hosting, $12 domain name registration donated by JRM). Jen has joined a Porchfest Organizers Facebook group and is getting support on best practices from people who have run porchfests before. She recommended that everyone read [this article](http://thisarticle) for general ethos and vibe.
The group discussed the length of the event. JP Porchfest is 6 hours. Jen expressed, and the committee agreed, that that’s too long for our first time out. Jen recommended 1-5pm with 2 two-hour shifts (expecting we will get many more bands than porches and/or porches that are in proximity so that they can schedule 30-45 minute sets that do not overlap). The size goal for this first event is 25 porch-band pairs; we can expand as registrations come in.

Since this event is overseen by the WCJ CDC, Jen suggested limiting to areas walkable to the village, both because that will allow people to access food and shops before/after hearing music (as well as public bathrooms), and because that will keep the event manageable. The committee agreed to limit the festival to the following streets: Derby-Prairie this side of the river; Conant, Lawsbrook, Commonwealth; Damon, Highland, and Main Street within this area.

The committee discussed whether to allow booths/tables by area nonprofits and agreed not to allow it this first year. The committee discussed whether we should approach local businesses to get involved and agreed to keep the event non-commercial.

Potential expenses include lawn signs. Marcia indicated the town could help with this. The group decided that bands shall be allowed to accept tips and sell merchandise.

Adjournment: The meeting was adjourned at 8:30 p.m.

Next meeting: The next meeting is scheduled for Tuesday, May 7 at 7 in the basement Lecture Room of Harvey Wheeler Community Center.

Respectfully submitted,
Jennifer Montbach