



**CCACE Advisory Committee Meeting**  
**Friday, September 13, 2019 @ 11:00 am**  
**Ripley Building, Kristen's office**

Present: Jon, Demi, Ron, Margo, Christine, Carol, Claudia, Kristen, Jill

1. Overview of a year on the Advisory Committee

- Meeting dates
- Role of the Advisory Committee members
- Concord Bookshop Windows – twice per year
  - Fall week
    - September 16th – set up at 10 am - **Margo to help**
    - September 23rd – break down at 9:30 am
  - Spring week
    - February 24th – set up at 10 am
    - March 2nd – break down at 9:30 am
- Holiday gift wrapping at Concord Bookshop
- Armchair Travel on Mondays - who will assist Claudia
  - September 23rd - Claudia
  - October 7th - Paula
  - October 21st -
  - October 28th -
  - November 4 -
  - November 18th - Paula
  - December 9th - Paula
  - December 16th -
- Can We Talk Forums
  - FY20: Unconscious Bias

2. Budget & Registration recap from FY19 and FY20 to date

- Our revolving balance on July 1, 2018 was \$73,188.66 and we ended the year at \$75,837.67 on June 30, 2019.
- We have the new drivers ed car, the brake is installed, signage is done, and we started driving it this week!
- We hired a new drivers ed instructor. We spent the summer training her and she passed her certification test with the RMV. We are just waiting on the license so she can start. We would still like to find one more person.
- IMSCC saw an increase in the number of students participating in summer lessons and will likely expand lesson options next summer. In addition to running some of our favorite summer workshops, we successfully ran a string ensemble chamber group and a small-group intro to guitar class.
- The Wicked Cool for Kids programs were small this summer with only 3 of 5 programs running. We are reevaluating these offerings for the future.
- Fall adult ed is off to a good start with waitlists for 2 of our 5 Village University courses.

3. Unconscious Bias update

- Registrations
  - So far, we have 17 in the morning section and 14 in the evening section
- Partnership with The Friends of the Concord Public Library
  - The Friends have committed to up to \$5,000 for the program. We requested an initial \$2,500 which will be revisited when we have final numbers for enrollments and expenses.
  - Course locations - With the help of the Friends, our morning programs will be at Fowler library. June location is TBD. Evening programs will be at CCHS.
- Marketing updates
  - So far....

Announcement in Fall 2019 email blast	August 1
Unconscious Bias email blast	August 15
Information sent to Chamber	Shared on Chamber FB
Flyers around town	
Sent to COAs	
Kristen sent out to CPS/CCRSD for PD	
Carlisle Mosquito	Ads 8/30,13, 20
Flyer on digital screen at Main Library	
Announcement in Fall 2019 email blast	September 4
Concord Journal article	September 5
Facebook ads	Running 9/9-9/30
Concord Journal	September 12
Bookshop window	September 16-23
Unconscious Bias email blast	September 21
Unconscious Bias email blast: Last chance	September 30

- Jill will
  - offer a free seat to the Friends and CC Community Chest
  - reach out to faith communities and private school
  - reach out to police and fire chiefs in Concord & Carlisle

#### 4. New business

- Thank you to Carol for all of her help with Village University! We already have one new instructor who Carol recommended and she has been working with us to find more daytime class space.

**NEXT MEETING: OCTOBER 18**