

**Downtown Great Barrington Cultural District**  
**Minutes of October 17, 2019**

Present: Ed Abrahams, Seth Keyes, Betsy Andrus, Kris Kanter (GBAM), Laura Brennan (BRPC), Bridget Stone (GBFM), Karin Watkins, Barbara Watkins, Chris Rembold.

Minutes of 8/8/19: Seth moved approval of the minutes, Ed seconded. All were in favor.

Laura also provided notes from the Annual Meeting of September 17 for review.

Treasurer's report

A formal report was not ready from Town staff, but it was reported that the grant balance is either encumbered or expended. The recent expenses included for Silo Media for the website and Constant Contact for the e-newsletters. It was noted we would apply to MCC for the next grant round of \$5,000 for the coming year.

Membership:

The Committee welcomed Kris from the Arts Market and Bridgette from the Farmer's Market, and also Ken Roht. Since the Committee MOU requires 2/3 vote to approve new Committee members, we need 7 of 10 to approve. We will wait until the next time to formally vote in these new members.

It was suggested we reach out to other potential members to represent sectors not current at the table. This includes food and restaurants. Karin will speak to Tangier. Other suggestions include Robin from Fuel, David or Kevin from The Miller (Marketplace), and Cantina 229 who will be opening on Railroad St.

Another sector underrepresented at the moment is retail. Suggestions included owners of One Mercantile and SoCo Creamery.

Retailer: Erik B, Robin H., and Abby / Andy of 1 Mercantile

Betsy suggested a form letter or email we can use to invite new members. Then we can call to follow up. Chris will do a draft.

Review of Past Events

Festival Latino was a great day. Seth felt like it was good for Saint James Place. The performances were full. Organizers were happy as well as to attendance.

Ed said Danny's Disco party was a good first event people seemed to enjoy it. It was a little low turnout.

Review of Future Events

Laura and Karin attended MCC's annual convening of statewide cultural districts in early October in Worcester. They learned about Art Week and Fair Saturday. It was announced that the annual \$5,000 grant cycle is being simplified. The application round for this year has not been opened yet. Laura will do draft grant application for us.

There will also be additional \$1,000 for those that participate in Fair Saturday, which is Saturday, Nov 30. Each event on this day can donate or collect funds for a local charity organization. Ideas included VIM, Fairview Hospital, and Construct.

Events self-register on the website. Seth said SJP will have a jazz concert that day. Karin said Wizard of Oz will be at Mahaiwe. Other suggestions included events at Evergreen in the evening, Mulberry Hair, and Life Works Studio.

Ed moved that the District participate in Fair Saturday. Betsy seconded. All were in favor.

Laura mentioned Art Week which next year will be May 1 – 10, 2020. She said the registration process will be better and it will be easier to search the website and recognize Berkshire events. She said registration is between December and January.

#### Marketing and Communications

Bridgette said she would be happy to join the marketing / communication committee with Barbara.

Karin reported that Silo Media has a good draft of the website so far. There is still some content needed. Ed agreed to review content. Also the list of partners needs to be categorized them. Betsy and Barbara will review this. Look at other Districts to see what they use for categories.

Barbara and Bridgette will review the final draft.

Once the website is ready Silo will put together the promotional package.

Ed reported on social media. He said he and Tate are not that skilled. He said we need to make sure we get all our followers to like the Cultural District page so we get followers. Everybody do this.

It was discussed using the \$1,000 or a small stipend for somebody to take charge of social media during for Fair Saturday, and this would help build our followers overall too. Somebody needs to dedicate a few hours per week. It was suggested Andrew S. might be willing.

#### Next meeting:

Thursday, November 21, 9:00 AM at GB Town Hall



A handwritten signature in cursive script, likely reading "Christopher R. Smith", is written above a horizontal line.