



**Downtown Great Barrington Cultural District**  
Steering Committee Meeting Minutes  
Town Hall, 334 Main Street, Great Barrington  
Thursday, May 16th, 2019, 9:15am

**Attended:** Ed Abrahams, Great Barrington Select Board; Betsy Andrus, Southern Berkshire Chamber of Commerce; Seth Keyes, Saint James Place; Barbara Watkins, Evergreen Fine American Crafts; Karin Watkins, Mahaiwe Performing Arts Center

**Staff Present:** Laura Brennan (Berkshire Regional Planning Commission), Chris Rembold

**Absent:** Catherine Hancock, Great Barrington Cultural Council; Talya Leodari, Mason Library; CATA representative; Berkshire Playwrights Lab representative

**Minutes of 4/11/19:**

Barbara moved, Seth seconded to approve the minutes. All were in favor.

**Treasurer's Report:**

Barbara reported that \$3,246 balance remains from the \$5,000 grant. Expenses in the past period included brochures and window decals.

**Steering Committee Membership:**

Karin said that Jeff Gagnon will step in for Margaret to represent CATA. At this time, CATA is still in the District.

Seth mentioned interest from Ken Roht of Daniel's Art Party in helping with District work.

Laura Brennan said that the SC membership for the first year of the District was structured based on the MCC requirement of representatives from certain sectors, and those organizations who signed the MOU have a seat on the Steering Committee. This was part of our application for designation and the MOU the SC members signed. After the first year, the representation and the MOU could be changed. Laura will work up revisions to the MOU for our second year.

On the other hand, subcommittees can be made up of anybody, even those from outside the District. Subcommittees are encouraged to invite new volunteers to get involved. Steering Committee meetings are also open to the public, so subcommittee members could still attend, without a vote.

**District Calendar**

Linking to Berkshire Edge calendar: Betsy will reconnect with Marcie about this.

Internal Google calendar: Laura will work to make sure we can all see it and edit it. This is an important tool to help District partners coordinate events and also notice gaps of time that we might need to fill with events.

### **Subcommittee Discussions/Updates**

- How do we get other people involved in subcommittees? Who do we want at the table?

As mentioned above, we can invite anybody who might be interested. For example, Berkshire South. And we should make sure that the Farmer's Market is invited also.

Karin said as soon as they can get members the subcommittees can be meeting on their own, then reporting back to this Steering Committee.

- Special Events & Festivals
  - ArtWeek (review/wrap-up): There was not great turnout to some events, probably because of weather. Seth said that the Theater Fest events were very successful. However, the sense was that this wasn't because of the Art Week affiliation. It was mentioned that Art Week was a good way to connect with other Districts in the county and build marketing partnerships.
  - Upcoming? Upcoming events mentioned included BIFF (May 30 – June 2), the downtown Car Show (August) and Festival Latino (end of Sept.) Other regular events include the downtown Holiday Stroll, the Fly-In and Berkshire Arts Festival at Butternut. Ongoing summer events include the Farmers Market, the Friday and Saturday bandstand concerts
  - There was discussion that street musicians and artists would be a great attraction as well. Betsy said she used to promote one night a week as a "fun night" in downtown
- Partnerships
  - List of district partners (and defining categories) is available in the Google Drive and will be distributed to the committee members
  - Letter to District Partners
    - This group will develop the outreach letter and will go around the District to distribute the new brochures and window decals. They will break up responsibilities by block. Karin will send out the list and draft letter.
  - Should we schedule a District Meeting? The group briefly discussed this possibility but did not set a date.
- Marketing & Communications
  - Trifold brochure (distribution?) - the brochure is available at the Chamber's information booth. Samples will also be included in packets taken around to individual businesses.
  - Road Signs & Decals – MCC has indicated that more information will be available soon regarding signage. Decals are printed and were brought to the meeting. They will be included in packets taken around to individual businesses, and the remainder will be available in Chris Rembold's office at Town Hall.
  - Website/Social Media – all are reminded to send in-box messages to our social media accounts if you have news or events you would like shared by the District.

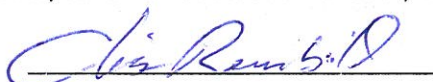
- Fundraising & Development

No discussion

Other Business

No discussion

Next Meeting – tentatively June 13<sup>th</sup> at 9:00 AM and July 11<sup>th</sup> at 9:00AM.

Minutes prepared by: 

Chris Rembold