

**Downtown Great Barrington Cultural District
Minutes of January 16, 2020**

Present: Ed Abrahams, Betsy Andrus, Tate Coleman, Robin Helfand, Seth Keyes, Ken Roht, Bridgette Stone, Barbara Watkins, and Karin Watkins.

Also attending: Laura Brennan (BRPC), Chris Rembold.

Not present: Kate Burke, Jeff Gagnon, Julie Hannum, Kris Kanter, Talya Leodari, Casey McShain

Minutes of 11/21/19: Ed moved approval of the minutes, Barbara seconded. All were in favor.

Treasurer's report

Barbara said \$3 remains from the last calendar year grant of \$5,000, and we received notice of the new \$6,000 grant. The balance is \$6,003.

Barbara said there are two anticipated expenses coming up:
\$216 for six months of Constant Contact; and,
\$260 for the Chamber of Commerce membership.

Ed moved to approve both expenses, Karin seconded. All were in favor.

Committee Membership:

Members welcomed Robin. With a quorum present the Committee proceeded to vote in the new members. Ed moved to add Robin, Kris, and Ken to the Steering Committee. Betsy seconded. All were in favor.

Laura will send out the login information for the Google drive, including the map and Calendar.

Subcommittees: Members volunteered as follows:

- *Special events and festivals:* Seth, Ken, Betsy, Barbara and Kris
- *Partnerships:* Karin, Robin, Ken, and Betsy
- *Marketing and communications:* Ed, Bridgette, and Barbara
- *Fundraising and donations:* to be determined, if needed in future

Special Events

We reviewed the Fair Saturday that was November 30, 2019. Some reported that having it on Small Business Saturday distracted a little bit. Seth said about 150 people came to Saint James Place and funds were donated to the Salvation Army. Funds from Barbara's event were for Fairview Hospital.

We discussed upcoming Art Week, May 1 – 10, 2020.

Laura has been meeting with other Districts in the county to coordinate marketing. If you have an event, sign up on the Art Week website and let us know so that we can promote it on Facebook.

There is a focus this year on Open Studios. It's up to the artists to register themselves, but please reach out to GB artists to see if they are interested. Ideas included Dan Bellow and artisans that Kris works

with. Robin suggested connecting with students. Betsy suggested banks might have space to host the open studios downtown.

The events subcommittee will meet and discuss Art Week further.

Laura said there is an idea that all the Berkshire Cultural Districts share the cost of 3 billboards across the county, at \$350 to \$500 per District.

Seth moved to approve up to \$500 for the billboards. Betsy seconded. All were in favor.

Marketing and Communications

Website: members were asked to review the draft site and send comments to Karin.

Cultural District signs: Laura said MCC is still working on getting signs produced. We should hear soon.

Social Media: Karin will reach out to Andrew Sagarin. Robin suggested she may have interns who also could help with this.

Betsy said the next Chamber event is the February 13 Business After Hours at Powerhouse Square. She suggested Committee members do a Cultural District and Art Week shout out that night. Ed and Barbara will attend and do this.

Other business: Tate reported that the new loop bus route between Simon's Rock, Downtown, and Housatonic is running. Students ride free with an ID. It is a great connection opportunity.

Next meetings:

February 13 and March 12, both at 9:00 AM at GB Town Hall

Karin adjourned the meeting at 9:55 AM.

