

Downtown Great Barrington Cultural District
Minutes of November 21, 2019

Present: Ed Abrahams, Kate Burke, Jeff Gagnon, Seth Keyes, Ken Roht, and Barbara Watkins. Also attending: Laura Brennan (BRPC), Chris Rembold.

Minutes of 10/17/19: Barbara moved approval of the minutes, Seth seconded. Typos were corrected. All were in favor of approval.

Treasurer's report

Barbara said \$503 is remaining in the account from the \$5,000 grant.
Chris said Laura has applied for the next \$5,000 grant, plus a \$1,000 amount for Fair Saturday promotion.

Membership:

Members should conduct their outreach to potential new Committee members in January. Use the minutes from the October meeting to do. Laura will send out the invitation cover letter.

Special Events

Laura discussed Fair Saturday which is November 30. In the grant application she indicated the District would do social media posts, press releases and perhaps online advertising, like in the Edge.

Laura reviewed Art Week. It is next year May 1 – 10, 2020. She said registration begins in December and she is working with the other Berkshire cultural districts to send out a press release at that time. She added that 1Berkshire will be helping reach out to hotels and restaurants. The goal is for that sector to participate more than last year.

Seth moved, Barbara seconded to use up to \$1,000 of the grant award on Fair Saturday promotions. All were in favor.

Marketing and Communications

Ed said having somebody do our social media is important. We discussed this at the last meeting. We need to keep this active and somebody should dedicate a few hours on a few days each week on this task. Ideas included using the Chamber or BCC as well. Barbara will ask the Chamber and will work with Ed and Laura to move it forward.

Seth moved to spend \$500 for a social media person's work through May. Jeff seconded. All were in favor. The funds would come from the grant's promotion/marketing line.

Website: Chris said we're still looking to categorize the member list and get that to Silo media. Barbara agreed to review the list. Laura will send it.

Next meetings:

December 19 and January 16, both at 9:00 AM at GB Town Hall

Ed adjourned the meeting at 9:50 AM.

