

Downtown Great Barrington Cultural District
Minutes of February 13, 2020

Present: Ed Abrahams, Betsy Andrus, Jeff Gagnon, Kris Kanter, Seth Keyes, Talya Leodari, Ken Roht, Bridgette Stone, Barbara Watkins, and Karin Watkins.

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

Not present: Tate Coleman, Robin Helfand, Julie Hannum, Casey McShain

Ed called the meeting to order at 9:00 AM at Town Hall.

Minutes of 1/16/20: Karin moved approval of the minutes. Barbara seconded. All were in favor.

Treasurer's report: Barbara indicated that there were no changes since last meeting.

Special Events

Art Week is May 1 – May 10 and the registration deadline is this coming week.

All committee member should contact people on the list, and distribute information about Art Week. Kris has contacted Housatonic and the GBAM folks. Betsy has made her contacts.

Laura will share the list of who to contact.

Laura said the Berkshire cultural districts are sponsoring Open Studios events during Art Week. This will be special programming and there will be a special landing page on Berkshires.org to promote this.

Ed will speak at the Chamber meeting tonight re: Art Week. If Ed can't, Barbara will.

Ken trying to organize a chili cook off.

Ken is also putting together, for May 9, a variety show including the Senior Center tap group, a theater group and other groups to be part of it.

Jeff said CATA has events in Lenox downtown and Shakespeare and Co.

Marketing

Karin gave a report on the website development. She, Ed, and Bridgette reviewed the draft website and made comments to the designer. Changes include a zoomed-in map, some of the tags need corrections.

The About page now is long and will be edited to be shorter.

The Visit page is the core of the site and will include the calendar listing link. It was noted the Edge calendar is not working correctly, and a fallback position is to just use our FB Events page if necessary.

The categories on the Visit page have been refined as well. They are:

- Performing Arts + Entertainment

- Restaurants + Food

- Galleries + Studios

- Shopping

- Health + Wellness

- Outdoor + Public Spaces

- Lodging

- Education (to be added - this would include the library and Flying Cloud, for example).

The Member Resources page will become the packet for partners.

Karin suggested we hold an event to launch and promote the website. She'll see about using the Mahaiwe and will see when the site will be ready.

Social Media

Ed and Karin met with Andrew Sagarin who is now an admin for the Twitter and Instagram accounts. He'll get them more active.

Committee Membership

Karin is still working on a restaurant representative.

Other Business

Talya said the "Massachusetts Walking Tour" which is a statewide walking tour, and every night they stop to play music. This year they are coming through Great Barrington and will perform on Sunday June 21, from 6-8 pm. It might be at the Library or in the Town Hall gazebo.

Laura said MCC is trying to bring together a Berkshire county workshop for Cultural District committee members. It would be in the next few months, date to be determined.

Next Meetings:

March 12 at 9

April 2 at 9

Adjournment

Ed adjourned the meeting at 9:50 AM

