

## **Downtown Great Barrington Cultural District Minutes of March 12, 2020**

Present: Ed Abrahams, Betsy Andrus, Jeff Caminiti, Tate Coleman, Robin Helfand, Kris Kanter, Seth Keyes, Talya Leodari, Ken Roht, Bridgette Stone, Barbara Watkins, and Karin Watkins.

Also attending: Laura Brennan (BRPC).

Not present: Kate Burke, Jeff Gagnon, Julie Hannum, Casey McShain, Chris Rembold

The meeting was called to order at 9:02am. Jeff Caminiti, partner at 20 Railroad St, introduced himself to the group, and shared that he is interested in supporting the community. He owns some apartments in town and is looking to help keep young people in town with fair rental rates. He has a background in insurance, and he and his wife Cindy have been in the area since 2004. He attended a community meeting of the Cultural District at Saint James Place.

All attendees introduced themselves briefly, and names/organizations of those not in attendance were provided. Abby Webster from One Mercantile has also expressed interest in joining.

Steering Committee Membership: Karin W. moved to approve Jeff Caminiti as a new member of the Steering Committee, Tate C. seconded. Approved.

Minutes of 2/13/20: Seth moved approval of the minutes, Barbara seconded. All were in favor.

Treasurer's report: Barbara indicated that \$500 was approved for ArtWeek billboards, as well as invoices paid for Constant Contact and SBCC. Laura Brennann provided an update regarding the billboard sponsorship arrangement with Lamar, which will result in less than \$500 needing to be allocated for this approved expense. The group requested that an updated budget be shared with the group at the next meeting (Chris Rembold), and that a discussion/review of budget be added as an agenda item for the next meeting, tentatively scheduled for April 2nd (Laura Brennan).

Marketing/Communications: many changes have been sent to Silo Media for the new website. Beth Carlson is incorporating changes and a revised draft is pending. Chris R. has secured the URL "gbculturaldistrict.org". The group discussed the calendar portion of the website. Berkshire Edge issue with calendar feed remains unresolved, and the link to events will route to the Cultural District Facebook page for the time being. Entities are encouraged to create FB events and ask the District to co-host.

A community meeting will be planned to launch the new website. This gathering will be held at the Mahaiwe. Karin W. will look at possible dates and circulate to the committee, and everything will be tentative while waiting for final edits from Silo Media.

### Special Events

ArtWeek registrations total 82 in 9 towns within Berkshire County. The list has not yet been made live on the ArtWeek website. The group discussed moving on to encourage enrollment in Special Programs such as Art of Food and Lodging Deals. We will also promote events during the May 1-10 timeframe that did not officially register with ArtWeek. Robin H. asked about posters or flyers even for those not officially registered. Berkshire County Cultural Districts may develop a poster or postcard and share electronically with all districts so that they have the option to print according to their budgets.

Seth will talk to the high school about possibly doing sidewalk chalk art, potentially using the ArtWeek logo to mark locations where ArtWeek events are occurring, both regular and special programs. Ken will also talk to the Arts department at Simon's Rock about chalk art and will loop in Julie Hannum at BCC.

Laura B. also shared that she has not received any updated information regarding the proposed MCC workshop for Cultural Districts within Berkshire County. We assume this to be on hold due to COVID-19.

The musical group traversing Massachusetts in June previously discussed has secured the Mason Library as their venue for June 21<sup>st</sup>. Ed A. will facilitate logistics for their visit.

BIFF is coming up later in the Spring, and the group discussed ways to support this annual event. Karin W. will talk to Kelley Vickery about encouraging district partners to make more of this program, including the possibility of a Cultural District insert in swag bags.

Other business: Stakeholder printed packets will follow from the website, including a one-sheeter on how to engage. These will be ready for the launch meeting. The group also discussed social media. Karin W. is regularly posting or reposting events. Laura B. is also sharing information on the Facebook account. Andrew S. has been given access to all accounts, but does not appear to be actively posting. Karin W. will check in with him. Bridgette S. volunteered to step in if needed, if the Steering Committee authorized a Hootsuite account in order to allow for scheduled posts across various platforms.

Next meetings:

April 2<sup>nd</sup>, with an alternate date of April 24<sup>th</sup>.

Ed A. made a motion to adjourn at 10am, seconded by Barbara W.

