

Holliston Cultural Council Minutes

Date: October 24, 2018

Present: Emmanuel Franjul, Laurie Edwards, Kent Kissinger, Richard Morse

Absent: Walter Czarneck, Malini Rao

- Meeting called to order: 7:08 pm
- Review and approve minutes from September 11, 2018 meeting
- Old business:
 - Monet's Magic at Holliston Library on 10/25; 90 min workshop with art supplies provided. Event sold out. Richard will drop off and assemble banner at library in the morning
 - Taunton Band Christmas Concert at Senior Center on Dec. 5, 7-8:30pm
 - Kent will contact Mary Greendale about appearing on her show, and will also contact Katherine Canfield about the part for the banner
- Town survey:
 - 70 responses total--much improved from the last survey
 - Overall impressions/comments:
 - Question 1: Music is a big attraction; Exsultet and Porchfest were the biggest draws in the survey
 - Question 2: 57% of people didn't know that they can apply for grant funds--is there a relationship to marketing/lack of awareness of the Council's existence and the responses to Question 1? How involved should we be in advertising the events? Social media is a big source of information; we should start targeting events more aggressively and figure out the best channels. Other considerations: town website calendar of events; banner across Washington Street
 - Question #3: Social media and Holliston Reporter are the big sources of information (potential bias since many who filled out survey found it through social media); based on results and effort expended, social media push makes sense
 - Question #4: Supporting local artists and diversity/inclusion were the highest ranked issues of interest; somewhat surprising that arts education in schools was 3rd based on previous applicants; we should share info with Historical Society re: celebrating local history; top 3 should be the criteria we use for evaluating grants; school bus/transportation funding is possible but is outside regular funding process

- We need to summarize the survey results and send to Boston; Kent in inquiring as to how we do this
 - Grant applications/cycle:
 - 18 people applied for \$12,743 in grant money,
 - Timeframe: We have to meet and vote on denials and approvals prior to 12/30
 - Each of us should go through all 18 applications prior to November meeting and evaluate; can funnel some to other groups; can partially fund; can reject, etc. The denials must go out ASAP; they have 2 weeks from the date of the letter to appeal; must finalize denials before we can issue approvals;
 - We can finalize approvals in December meeting and get letters out by 12/30
 - 2019 game plan is how to publicize events and make them a success
 - Possibly use specific criteria to applications?
- Meeting was adjourned.

Next meeting is Tuesday, November 13, 2018.

These minutes were approved at our November 13, 2018 meeting.