

WINCHENDON CULTURAL COUNCIL

WINCHENDON TOWN CLERK
RCUD NOV 16 2023 AM 7:57

Official Meeting Minutes

Date: October 18, 2023

Time: 5:00

Location: Winchendon Town Hall, IN Person

Approved on: November 15, 2023

Attendees: Present: IN PERSON: Jill Sackett (Chair), Joanna Draugsvold, Quinne Richard, Linda Dellasanta, Miranda Jennings (Secretary), Coral Grout, Greg Vine

Absent: Linda Hofhaug, Molly Velasco, Linsey Laserte

Meeting Called to order on October 18, 2023 at 5:00 PM

Public Comments: There were no public comments to review.

Member Comments: No member comments were made.

- 1) Conflict of Interest and Ethics Training- Please complete if needed by our next meeting
- 2) Smart Simple System: WCC Members should log onto the Mass Cultural Council portal to review applications: MEMBERS GO HERE: <https://massculturalcouncil.smartsimple.com/>
 - a) Members will be notified on October 17th how much money we will be awarded.
- 3) Next Meeting- Wednesday, November 15 @ 5pm in person at Town Hall
- 4) Jill bakes really good food!

New Business:

- Coordination with the Beals Library and Recreation Committee as to how to best sync and improve coordination to bring more people to the events:
 - Town now has a community-wide calendar that includes Parks and Recreation and Beals events: [LINK](#)
 - We can have Cultural Council Events put on the Calendar
 - Can we advertise the Town Calendar on the electronic signs and via other public venues?
 - P&R Committee will be expanding their marketing and media partnerships and will be seeking funding.
 - P&W uses Macaroni Kids in Leominster
 - Schools would prefer to use Parent Square
 - Superintendent is sending information to administration and teachers to distribute information
 - P&W surveyed students who recommended paper flyers. Teens use Tik Tok - could the youth help promote events on their TikTok and other pages. Large signs would be helpful too with QR codes- very useful for teens and older adults especially.
 - Teachers are a good conduit to communicate.
 - Some towns have a quarterly community newsletter (Spencer, Rindge, Phillipston).
 - Eventbrite is a digital platform to find events in the area.
 - Paper flyers can go to priority population: Housing Authority, CAC, Senior Center
 - Optimizing google SEO searches (i.e. if someone google autism programs for children, the Beals comes up).
 - "Events of the Week" board that is refreshed 1x/week

- Town owns a strip of easement by the post office- this could be a central place to put signage?
- Concerns:
 - Who is responsible for changing out and updating the sign?
 - Alexis/Manuel populate the Town Calendar with Library and library hosted events.
 - Tiffany and parks and rec dept can post for the town and cultural council events.
 - Need to consolidate the categories to eliminate redundancies (i.e. event, community event).
 - Can the Courier do a story about this and include the link to this in the Courier on a consistent basis?
 - Can other organizations post the calendar link?
 - Can we add a piece of paper promoting the calendar and links to essential services through the tax bill or notices for town meetings OR on the back of the envelope?

NEXT STEPS

- Promote Calendar links among organizations (Partnership Breakfast), article at courier (Jill), town digital sign (DPW) and on paper with priority populations.
- Get quote for how much a quarterly newsletter or leaflet would be.
- Quinne will talk with MHS administration

Jill made a motion to table the agenda items listed below. Greg seconds. Unanimously approved.

- Need to talk about how to coordinate print information - tabled for next meeting
- Additional agenda items tabled for next meeting.

Next Meeting- Wednesday, November 15 @ 5pm in person at Town Hall

Adjournment: Jill makes a motion to adjourn, Miranda seconds the motion. Meeting adjourned at 6:15pm