

Malden Cultural Council Minutes 3/12/19

Location: Malden Senior Center, 2nd floor room

Attendees: Annie Rousseau, Martha Bezzat, Erga Pierrette, Anthony Britt, Laura Odoguardi, Dan Ko

Agenda:

- Vote to Approve Prior Meeting Minutes
- Review and Vote on Grantee Requests (modifications/extensions)
- Treasurer Update
- Communications Squad Update
- Debrief Grant Cycle
- Grantee Relationship Management
- Preliminary Grantee Reception Planning
- Other Council Business

2019 MAY 29 P 3:50
Malden Cultural Council

Vote to Approve Prior Meeting Minutes

There were some edits to past minutes, and Martha will make the changes. Martha said it was difficult to write the minutes, and the motions, and participate meaningfully in the discussion all at the same time during the all day meeting. Therefore, it was suggested that a different person keep track of the motions at the next all day meeting.

Review and Vote on Grantee Requests

Malden Catholic wanted to change the date of their event and modify it (since they got notice of their funding after the event had already passed) and asked if it could be a different ballet than the Nutcracker. Dan motioned that we allow them to attend any other ballet this school year OR use it for the Nutcracker in the 2019-2020 season. Erga seconded the motion and all were in favor.

On Stage Dance Company asked to postpone her event from February 2019 to July 2019 because she wanted to promote it at an April event and also make it outdoors and free to Malden residents. This would also have a Q&A session. Dan motioned to okay the date change and to approve the extension and Annie seconded the motion and all approved. (Question -- which grant # is this?)

Treasurer Update

None

Communications Squad Update

There is a new Malden events calendar run by Karen Hayes -- how can we use this calendar to promote our events? Grantees could post their events there and increase their attendee numbers. Maybe there's a way to list MCC events as special events like with a logo or special color, etc.

There is also the idea of sending out a quarterly newsletter that highlights MCC events and increases publicity for our grantees. We could use "mailchimp" -- it's easy to use. The Communications Squad will own this process of increasing publicity for our events and come up with a plan, etc. and meet separately.

Debrief Grant Cycle

We reviewed the all day meeting and came up with some positive feedback, but also some suggestions for the next all day meeting to make it more efficient.

For one, Annie gave us all clear instructions to read through all the grant applications prior to the meeting and to come up with any issues -- but many of us didn't have the opportunity or time, or since many of us were new, we weren't aware of how important it is to do that prior to the meeting. It could save a lot of time. Second, we could have a meeting about priorities prior to the voting day so that we're all on the same page in terms of how much we want to fund certain types of events (senior events, field trips, family events, performing arts vs graphic arts, etc). Thirdly, we suggested having a grantee question night -- so that all the questions are addressed prior to the all day meeting -- either by email or in person. Fourth was that we could have official bathroom breaks and also maybe an audio recording could be done to have all the discussion and date for future.

Positive feedback included that we had a very rich dialogue and a lot of different perspectives. Having a laptop to view the grant applications was easier than using the printed books.

We also talked about the Massachusetts Cultural Council regulations on conflict of interest and recusing oneself during the voting -- some questions were raised about if we need to do both.

Grantee Relationship Management

We need to reach out to grantees, perhaps by the quarterly newsletter, to remind them about reimbursement procedures, help them keep their grant on track, build morale, and

let them know we care about promoting and supporting their events. We could also profile our grantees, show photos from their events. The spreadsheet has all the contact info for grantees.

Michelle attended the Arts Summit in Malden and someone there mentioned that they would like to see MCC being more of a bridge to help build the Arts in Malden but it's really outside of the scope of MCC.

Also - the Mayor suggested that the MCC meet with the District PTO to make sure that MCC funds are more equitably distributed between the schools.

Grantee Reception Planning

We will do the reception in September and we want to mingle with the grantees and collect surveys about community feedback on what kind of events they would like MCC to fund. (Actually there are already some survey results available online.)

End of Minutes