

Wayland Cultural Council

Meeting Minutes

October 11, 2017

7:00 p.m.

Wayland Town Hall, Planning Board Conference Room

Committee members in attendance: Kara Brewton (Chair); Barbara Holtz; Brenda Ross; Kathy Trogolo; Adam Gutbezah

Committee members not in attendance: Barbara Hoffman; Jon Saxton

Meeting Materials: August 17th draft minutes; Draft Executive Summary of Cultural Council Survey Results (K.Trogolo); Treasurer Accounting of Grantee Financials (B.Ross)

1. August Minutes

Kara provided the draft minutes from the August 17 meeting. Brenda abstained since she was not at the meeting. Adam abstained since he was not a member of the Council at the time of that meeting. Kara withdrew the minutes for approval at the next scheduled meeting.

2. Discussion of Potential Applicant

Kara spoke with a Wayland resident that expressed interest in becoming involved with the Council. He told Kara that he may apply, but would like to become involved. Kara will put him in touch with Kathy about opportunities for involvement.

Barbara asked about the Town website page for the Council. A review of the webpage showed that Kathy was included, but Adam was not. The page also did not reflect that, with the addition of Adam, one vacancy still remains. Kara said that she will speak with David Porter about updating the website.

3. Publicity of Application Deadline

Barbara posted flyers in libraries across approximately twenty towns. Barbara expressed that the benefit of posting the Council flyers, even if people don't use them to apply, is that it makes people aware of the Council's existence. Adam posted some flyers at a few breakfast spots in Wayland. Brenda handed them out to people at events at the high school, including at a Creative Arts Parents Association Meeting.

4. Social Media

Kathy reactivated the Council Facebook page. She has posted reminders about the upcoming application deadline. Through Facebook, Kathy has been posting "Spotlights on the Grants" as posts that demonstrate the range of organizations and events that have previously received grants from the Council. Kathy suggested that Council members invite their Facebook friends living in Wayland to follow the page. Kathy also mentioned that an Instagram page is forthcoming.

Adam recommended having a theme for a month and call for submissions from residents to post art or photos on the Facebook page. The Council could make residents aware of the request through the Town

Crier, Wayland Patch, and/or Wayland eNews. Barbara suggested coordinating with the online version of the Town Crier in a collaborative effort to post or share submissions from Wayland residents.

5. High School Member Recruitment

Kathy spoke with Susan Memoli at Wayland High School, among others, about finding a high school student to become a member of the Council. Susan told Kathy that she would get her some names and suggestions from the faculty about students that would be interested in the filling the vacancy.

6. Executive Summary of Survey Results

Kathy provided a draft Executive Summary of the survey results. Kathy thought that it was important that the relevant Boards (i.e., School and Library) have the information from the survey results and that the Council provide recommendations based on the results.

The Council discussed recommendations and next steps that the Council may take based upon the survey results. Kara's recommendations were to go to a Selectmen meeting and make them aware of the results, that the survey informed the Council's priorities, and that the Council believed that Selectmen should be aware of the comments and responses that pertain to arts in the schools and community space in the library. Brenda recommended that the Council determine ways to make people more aware of the Council, as well as ways to improve outreach to younger residents. Kathy recommended figuring out ways to meet the interest in community-wide gatherings and plans to bring the community together. Adam recommended that the Council plan an advertisement in an upcoming high school theater performance wishing the cast good luck, and that the ad include the Facebook page and Instagram handle. Kathy moved that the Council spend up to \$50 to place a supportive advertisement in the next available high school musical program. Adam seconded the motion. Votes in favor by Kara, Brenda, Kathy, and Adam. Not present were Barbara, Barbara, and John.

Kathy offered to draft a memo containing the recommendations. Kara agreed to meet with Kathy and finalize the executive summary. Kara moved to send out the executive summary, edited as discussed, with a cover memo with recommendations, as discussed, and that Kara will work with Kathy on final edits. Brenda seconded the motion. Votes in favor by Kara, Brenda, Kathy, and Adam. Not present were Barbara, Barbara, and John.

Kathy moved that Adam go before the Board of Selectmen to discuss the executive summary and cover memo. Brenda seconded the motion. Votes in favor by Kara, Brenda, Kathy, and Adam. Not present were Barbara, Barbara, and John.

7. Town Building Walls Program

Adam mentioned that Nancy Boyle of Arts Wayland expressed interest in using the space to display work from a photographer; however, she is waiting to hear back from the photographer. Adam contacted the Office of the Superintendent about collaborating with the Wayland school system about showcasing the artwork of Wayland students. Adam was provided contact information for Susan Memoli and will work with her on using the space to display student work.

Adam said that he would speak with members of his family about showcasing art. Kathy also offered to display her photography.

8. Treasurer Report

Benda provided members with a report on the current status of grantee funding and which grantees submitted the necessary paperwork to the Town. A number of grantees have not yet submitted documentation to the Town. Kara said that she will contact the grantees and remind and request that they submit the documents to the Town.

9. Pet / Art Event

Kara discussed the idea that came up at the August meeting. Discussion was postponed as a possible event at some point in 2018.

10. Grantee Reception

Kara moved for the Council to hold a grantee reception in January before a Selectmen meeting with the understanding that she will coordinate with David Porter about when to hold the reception. Brenda seconded the motion. Votes in favor by Kara, Brenda, Kathy, and Adam. Absent were Barbara, Barbara, and John.

11. Open Meetings Law

Kara discussed the new requirements under the Open Meetings Laws.

12. Adjourn

Kathy moved to adjourn. Brenda seconded the motion. Votes in favor by Kara, Brenda, Kathy, and Adam. Absent were Barbara, Barbara, and John.