

WAYLAND CULTURAL COUNCIL (WCC) MEETING MINUTES

Monday evening November 4, 2019
Wayland Town Building, Planning Board Office

Present: Rachel Sideman-Kurtz (Co-Chair) and Jon Saxton (co-Chair and Treasurer); Brenda Ross, Kathy Trogolo, Barbara Holtz, Louise Reck, Sean Ahern**, Rebecca Ahmed**, Zoe Hughes (senior at Wayland High School)**

Absent: Adam Gutbezahl, Susan Warren**

** signifies new WCC members

Introductions, Roles and Responsibilities

Co-chair Ms. Sideman-Kurtz called the meeting to order at 7:05 pm and introduced new WCC members. Current WCC members described their Council activity and their role - if a Council officer. Ms. Sideman-Kurtz mentioned the possibility of welcoming another new Council member (pending decisions, interview, and paperwork). Because Mr. Gutbezahl was absent, Ms. Holtz (Corresponding Secretary) offered to record the Minutes.

Current WCC members described our roles to those present, as 'FYI' and especially because several WCC members will be required to "cycle-off" from Council activity for at least one year, starting June 2020. As role definition will result in new responsibilities for some of the newer WCC members, we agreed to share information (about certain role activities) so as to help bring everyone up to speed and to establish a sense of structure re: planning future activities / programs.

We decided upon broad responsibilities for the current year, as follows (or as headed by):

- * Ms. Sideman-Kurtz: WCC Chair
- * Mr. Saxton, Treasurer, with Sean Ahern, who will assume the role next year
- * Ms. Holtz, Corresponding Secretary, with Ms. Trogolo, who will assume this role, next year
- * Ms. Hughes: WCC representative and interface with Wayland High School
- * Ms. Reck, point-person for WCC Reception Team
- * WCC Marketing / Social Media Subcommittee, consisting of: Ms. Ahmed, Ms. Sideman-Kurtz, Ms. Trogolo, and Ms. Warren

Our WCC spoke of once again hosting a grantee reception (GY2020). Details and date "TBD."

Ms. Holtz offered to compose a document, describing key activities/ responsibilities of the WCC Corresponding Secretary, and deliver it to Ms. Trogolo (as a brief 'manual' for future use by anyone with this assigned role). In addition, Ms. Holtz offered to compose a spreadsheet (or 'matrix' document) listing a 2019 / 2020 "Calendar of WCC Events" for our publicity purposes.

Grant Cycle (information), Marketing Strategy, Funds Sources

Mr. Saxton provided general information - for the benefit of new WCC members - re: the funds allocation process; elements of the grant cycle, including the accepted process of approving and/or disapproving grantee applications. Those of us assembled at tonight's meeting agreed that our primary task was to discuss (and vote on) this year's selection of 27 grant applications.

Before the 'vote discussion' started, we agreed that we would like for our WCC to establish a "Marketing and Social Media" Subcommittee that might oversee: signage, special-occasion

announcements (letters or posters), information campaigns, news release distribution, etc. Mr. Saxton described WCC's history of conducting a community survey, every 3 years, in order to identify (or re-confirm) our priorities for responding to our community's cultural preferences. We learned, this evening, that the MCC prefers that all Councils survey their respective communities on a continual basis; therefore we shall do so.

In addition, we discussed the fact that our WCC appreciates funding support from the MCC, yet receives funding insufficient to cover the increasing number of worthy projects for which grant applicants request funding. To this end, we would like to meet again, in the near future, to discuss strategies for identifying potential funding resources - and then possibly meeting with some of these individuals (or local business entities, perhaps). (These sources might include: public resources, recommendations by Town Selectmen, discussion resulting from WCC's presence at Town Meeting, etc.)

We identified Wednesday, November 13, as meeting date so that our WCC could discuss this further. [Note: at our meeting, this evening, it was determined that November 13 was *not* a suitable date. Therefore, a "Doodle Poll" will occur, to identify best-date in the near future.]

GY2020 Vote Discussion and Voting

This year, the number of grant applications for WCC funding totaled 27 – the largest number of applicants that our WCC has ever received. Our MCC allocation, for this grant year, amounted to \$5500. We are allowed an annual discretionary expense budget of 5% (from the total MCC allocation, i.e. \$275 for this grant year). Thus, our GY2020 actual allocation is \$5,225. Our vote methodology consisted of a 1, 2, or 3 'ranking' system (1 being the most-desirable vote). Our first vote identified approximately 8 preferred candidates. Considering this along with our "number 2 preferences," we approached our list of 'finalists.'

Our priorities emphasized: benefit to the Wayland community and populace, addressing "arts" and culture (i.e. music, drama, theater); providing science / technology information or demonstration; appealing to a variety of ethnic groups, the senior community, and to citizens with limited financial means.

OUR WCC VOTED TO DISAPPROVE THE FOLLOWING GRANT APPLICANTS / PROJECTS:

Ms. Maitreyee Chakraborty, for her "Soul Talk" performance;
Framingham State University's "Adventures in Lifelong Learning" course series;
David Maloof's "Music Plus Comedy;"
"A Musical Journey" performed by Tommy Rull at Congregation Or Atid;
"Lift!" Concert, at Walnut Hill School;
Sudbury Savoyards' "HMS Pinafore;"
Weston Art + Innovation Center's "Open Mic" evenings
History at Play: "I Now Pronounce You Lucy Stone"
MUSIC.Dance.edu (Rondae Drafts): "From Jazz to Hip Hop", "HipHop Chair Dance Exercises"
2020 Stone Carving Symposium, Acton MA
Green Politics – An International Poster Exhibition
King Elementary School Framingham MA's "Exercises Before Yoga"
The Box from the Future's "Puzzled Escape Games"
Francis Hart's "A Cultural and Historical Reflection of the 1960's / Music of the Beatles"

GY2020 GRANTEES IN DESCENDING ORDER of our WCC ALLOCATIONS:

1. Heard Farm Heirloom Apple Orchard Kiosk	\$ 725
2. Arts Wayland Piano Tuning	500
3. METG (Mass. Educational Theater Guild): High School Drama Festival	500
4. Musicians of the Old Post Road ("The Lure of London" Concert)	500
5. Vokes Players Present "Ripcord"	500
6. Wayland Library's "Sips and Sounds" (concert series under the Rotunda)	500
7. Wayland STEM Fair (Wayland High Robotics Team)	450
8. EBT Card to Culture (DeCordova Museum)	350
9. Sublime Odissi: Indian Classical Dance / Music	350
10. STEAMPUNK: History, Art, Technology (presentation, demo at WCoA)	300
11. Wayland Concert Series: Viola + Piano Concert	300
12. Free Friday Night Fun (Discovery Museum, Acton)	250

TOTAL FUNDS ALLOCATED by MCC:	5,225
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Ms. Holtz, working with Ms. Trogolo, will compose and mail the 15 "disapproval" letters to those whose grant applications met with WCC rejection. Additional WCC meetings will be scheduled as needed. As noted previously in these Minutes, our forthcoming meeting date will be determined via a 'poll' of our Council members.

The November 4, 2019 meeting was adjourned at 8:50 pm.

Respectfully submitted,

Barbara Holtz, Corresponding Secretary for Adam Gutbezahl