

## Marketing & Promotion Subcommittee, Wayland Cultural Council Tuesday, January 14, 2020

In attendance: Rebecca Ahmed, Adam, Gutzbezahl, Rachel Sideman-Kurtz, Kathy Trogolo, Susan Warren

Meeting convened at 7 p.m.

**Press Release** – Rachel reported Jon Saxton submitted a press release announcing grant recipients to The Wayland Town Crier, Wayland eNews and Wayland Patch. The committee agreed information should be announced on social media soon.

**Social Media** – As social media point person, Rebecca will create posts announcing our grant recipients. The committee brainstormed ways to improve our social media presence and how to engage followers. Rebecca will do some setup and share with Rachel and Kathy a plan.

**Brochure/Flyer of Events** – Rachel will make a flyer with visuals from the list Barbara Holtz created of this year's granted events.

**Logo** – Kathy reported working with a neighbor, a graphic designer, to create a new Wayland Cultural Council logo for use on social media, signage and swag. We brainstormed words that would be helpful for the designer.

**Signs & Banners** – Kathy shared options for signage based on size and pricing. The committee discussed intentions and determined which would have the greatest value and utility. We decided our first purchase would be a 2x8 banner that has our name with social media logos to be hung low on the large town banner hanging locations at intersections and for use at community events.

**Bulletin Boards** – Rachel reported Kay Westcott of the Wayland Historical Society requested the use of the boards in April to display information in celebration of the anniversary of suffrage. The request had us rethinking what is displayed and when. We brainstormed ideas. Susan offered to work with Adam to coordinate content. Adam agreed to communicate with teachers currently displaying student artwork to reduce the time allotted from two month displays to one month ensuring a variation in content from other sources in intervening months. We brainstormed content.

**Next Meeting** – We will meet Monday, February 3 at 7 p.m.

Meeting closed at 9 p.m.

Submitted by Rachel Sideman-Kurtz