



NEEDHAM CULTURAL COUNCIL

Meeting Minutes

7:00 PM, October 21, 2019 | Location: Highland Room, Needham Town Hall

Agenda

- Approval of Past Minutes
- Review of Harvest Fair
- Update on Art Box Project
- Update on MCC Grants Process
- Update on Needham Lights Craft Project
- Update on Winter Arts Festival
- Other Business

Attendees

Gail Lustig, Sharon Breitbart, Elizabeth Cook, Ronald Lowry, Charly Nanda, Betsy Millane, Cathy Freedberg, Julia Gould

Scribe

Charly Nanda

Minutes

- Approval of Past Minutes- The minutes of the previous meeting were unanimously approved as distributed.
- Review of Harvest Fair- General agreement of the great teamwork and professional quality of the Harvest Fair table including the flyers, chalk handouts and booth with banner setup. The banner and flyers should be saved for future use. Council members liked talking to the community. Discussion of an elevator pitch being useful to explain the NCC and its goals. 17 emails were collected via the raffle and placed in the google drive-media file. *Action Item: Suggestion of a*

Marketing Committee that can work on building the NCC brand with a suite of materials including a mission, vision, elevator speech and any graphic images that could be helpful. Gail will also reach out to Town to discuss MCC logo on future flyers for the Winter Arts Festival.

- Update on Art Box Project – Art Box Project passed the Design Review Committee. Work will be installed in November. A dedication party will be planned for December when the installation date is finalized. Invitations should be extended to Needham Bank and affiliates of the Rosemary Pool. General approval of graphic plaque design and wording. *Action Item: Brainstorm in the November meeting potential ideas for changing the RFP process for the 2nd and 3^d box. Working Committee to meet to discuss dedication and future RFP.*
- Review MCC Grant Applications- Discussed process of grant review and voting, red flags to watch out for, and what makes a good grant. Council member requested very clear guidelines so evaluation criteria is clear. Each council member will peruse panel book when it is published Nov 15th by MCC. Individual grants will then be assigned to members to further investigate at the meeting on November 18th. Council members are welcome to come with initial questions or concerns about grant applications. Voting on grant funding will take place at the December meeting.
- Update on Winter Arts Festival and Needham Lights Craft Project- Discussion of the two different events and how they run. *Action Item: Gail will reach out to help increase low numbers of Winter Arts Fest artists by contacting defunct High School Craft Fair artists.* Lantern Craft for Needham Lights will use recycled cups and tea lights. Anne McCaffrey is spearheading the collection of 500 cups, water bottles or at her house. *Action Item: Drop off any cups to her house.*
- Other Business- Council members discussed the Piano in the Park Project, it's history and what it's future holds. *Action Item: Charly to follow up with Sandy Cincotta on its status.* Promotion of the show We Did It For You on Nov 3 by the League of Women Voters.