

Northbridge Cultural Council Meeting Minutes

Monday, September 23, 2019

6:30 PM

Northbridge Town Hall

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NORTHBRIDGE TOWN CLERK
DOREEN A. CEDRONE

Present:

Yurima Guilarte-Walker, Chair

Douglas Walker, Treasurer

Ashley Bannon, Secretary

Not Present:

Leeann Hansson

Patricia Corkum

Meeting called to order by Yurima Guilarte-Walker, 6:35 PM.

Motion to approve minutes from August 12, 2019 by Douglas Walker. Seconded by Ashley Bannon. Vote was unanimous.

1) Review Community Input Survey

- Yurima drafted Community Input Survey, based on Mass Cultural Council (MCC) templates
- The data collected does not need to be reported back to the MCC. For Northbridge Cultural Council (NCC) use
- The number of surveys returned in 2016 (date of last survey) is unknown

2) Review Draft of Marketing Plan for Survey and Grant Applications (see attached)

- Outreach avenues discussed, including posting the survey around town, on the website, and on the Northbridge local access channel
- Concern about town's liability for social media posts and comments was raised
- The main priority is updating the Northbridge town website home page and the NCC website with grant application and survey links. To be done ASAP.
- Committee members should encourage family, friends, and co-workers who are Northbridge residents to fill out the survey
- Next steps:
 - o Yurima to draft website text. Include a paragraph description of the NCC, links to both the grant application and the survey, and a call for new members. Send to group for approval
 - o Yurima to email Northbridge public schools for best contact for teachers to notify them of the grant program and survey
 - o Yurima to print surveys and ask to leave them at library and town hall for future pickup

- Ashley to print surveys and ask to leave them at the senior center and Whitin Community Center for future pickup
- Douglas to contact MCC for information on social media best practices for local cultural councils
- Douglas to contact MCC about information on a press release template to send to local papers
- Douglas to contact the Blackstone Valley Express and The Uxbridge Times about press release guidelines and deadlines

3) General Business

- Next meeting TBD

Yurima Guilarte-Walker motioned to close the meeting, Douglas Walker seconded the motion – 7:11 PM.

Respectfully submitted by Ashley Bannon, Northbridge Cultural Council.