Northbridge Cultural Council Meeting Minutes
Monday, September 23, 2019
6:30 PM
Northbridge Town Hall

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:
     - 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
     - Yurima to email Northbridge public schools for best contact for teachers to notify them of the grant program and survey
     - 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.