

CARLISLE CULTURAL COUNCIL Minutes
Virtual meeting via Zoom April 30, 2021
9:00 AM

Attending: Jenn Albanese, Dan Lennon, Karin Klinger, Mark Levitan, Jen Sagalyn, Kenny Selcer

Not attending: Alain Bojarski, Abby Zimmerman

1. Call to Order by Mark at 9:05 AM
2. 3/12/21 and 4/2/21 Minutes declared approved by Mark
3. Old Business
 - A. FY21 Grant Awards: Related Actions
 1. Bernadette Stockwell, Do Your Art
 - a. Grantee sent her press release to the Council, with the expectation that the Council would distribute
 - b. This recipient did not get press release to Mosquito in advance of programming and also benefitted from multiple cultural councils' funding
 - c. We have no way of knowing whether any Carlisle residents participated in the event
 - d. Highlighted the Council's need to more carefully vet applications to ensure benefit to Carlisle residents
 - e. Discussion about the Council's role in promotion:
 - i. Grant recipients should have their own promotional plan
 - ii. Council to compile list of local partner and promotion opportunities to share with applicants
 - iii. Grantee event managers need to do the initial promotional push, and we can amplify
 - iv. Jen S to look into the process of finding a volunteer RMHS student as social media intern
 2. Carlisle Garden Club Earth Day Celebrations
 - a. Kenny Selcer performed music at school parking lot
 - b. Nice event but traffic was light
 - c. Elements of the event were spaced out between the town center and school
 - d. No seating
 - B. FY21 Programming
 1. Freedom's Way National Heritage Area Hidden Treasures month (May)
 - a. Mark reached out to Carlisle Conservation Foundation, Trails Committee, and Carlisle Conservation Commission to encourage them to create an educational or cultural event for this program that the Council could support financially and otherwise
 - b. Conservation Foundation replied that they and the Trails Committee lacked bandwidth to expand the annual Trails Day program taking place in May in a way that the Council could support

2. Each One Teach One (FY21 grant applicant)
 - a. We did not allocate grant funds; event manager would like to explore any opportunities to bring her content to Carlisle
 - b. Jen S, Jenn A, and Mark to meet and discuss possibilities
3. Old Home Day
 - a. Can we get an open mic on the schedule?
 - b. Kenny to reach out to OHD Committee, FRS, and the Cheer Committee to see if OHD and other upcoming events lend themselves to adding an open mic program
4. Cable TV Community Assessment
 - a. Dan attended recent meeting on behalf of the council
 - b. Every 10 years, towns of Concord and Carlisle renew the contract with a cable provider regarding local TV access; now under negotiation with Comcast
 - c. At the recent meeting, groups came together to give feedback on existing cable services and anticipate future needs
 - i. Can public access be HD?
 - ii. Is there a way for the guide listing to be specific to the programming? Be searchable?
4. New Business
 - A. Fundraising
 1. As a council, we can just perform the annual grants process, or we can choose to do more
 2. Fundraising allows us to support more cultural projects at the local level
 3. Discussion:
 - a. Consider a fundraising event
 - b. Weigh the costs of an annual appeal mailing against projected income
 - i. Ensure that donations are tax-deductible
 - c. Research what other local councils do
 - d. How to build a mailing list, email list
 - e. Council members to share ideas with Mark via email
 - B. Council membership
 - Jill Henderson sent official word of her resignation from the Carlisle Cultural Council to the Town Clerk
5. Treasurer's Report
 - None
6. Next meeting: Thursday May 27 at 9 AM via Zoom
7. Dan motioned to adjourn meeting at 10:08, Mark seconded, and all agreed.

Submitted by Jenn Albanese