

ABCC Minutes 2018/09/10  
 Acton Public Safety Building  
 371 Main Street, Acton  
 Meeting opened 7:32pm

Attendees: Sharon Garde; Sheila Hanrahan; Karen Myers; Natalie Dawn (high school member); Nancy Evans; Vivian Burchall (new-Acton); Jin Yang (new member- Acton) ); Priya Eramath-Murali (Kumar) (new-Acton); Diana Nesterova

Absent: *Tal Dassau (high school member)*

Public Attendees: Judy Romatelli, potential member (Acton); Aparna Ramasundar

**1. Public Comments:** none

**2. Approve Minutes from June 11 meeting:** Nancy moved to postpone Minutes 2018/6/11 until October meeting. Diana seconded. The vote was unanimous to approve postponement.

**3. Treasurer's Report (Sheila):** Grants paid out over summer: balance of \$7300 (MCC money); other cultural funds carried over \$281 from last year. Boxborough town funds (\$467.84); Acton town funds (\$530). Total balance: \$10,997.85. Many grants have not been expended yet. Sheila is moving all items to a spreadsheet in order to track items. She is working with the Boxborough town accountant to balance the council books. We have depleted Boxborough funds. We did not spend funds allocated to Acton last year; we are now spending down the balance of Acton funds.

Nancy moved to approve the Treasurer's Report; Jin seconded. The vote was unanimous to approve the Treasurer's Report.

**4. Membership Status:** New Acton members Priya, Jin and Vivian have been sworn in. Each new member has submitted her Conflict of Interest form.

**5. Training for New Members:** Sharon reminded our new members that they must complete the MCC Basic Training program before voting on grants. MCC has indicated that 4 ABCC members need to complete this training. Sharon will reach out to MCC for names of members needing to complete training. Aparna will complete the application process to become a committee member (Boxborough and MCC trainings).

**6. Promotional Spot for Acton TV:** Acton TV is interested in promoting the cultural council in a 2-3 minute segment, for use in "Talk of the Town" and other promotional spots. They would like to interview a ABCC representative at the Acton TV studio. Questions may include: ABCC overview; future and past projects; volunteer time and commitment required, and contact information. There is a sign up for a spot. Nancy has offered to participate.

**7. Assignments for this year:** Facebook and Publicity - Priya; Website – Aparna. Sharon will meet with Aparna and Priya to review. Logo will need to be updated.

**8. Materials for Displays:** Signboards are in poor condition and need to be updated. Judy suggested a flexible, lightweight frame. Sheila; Nancy, and Natalie have materials from grant projects that could be used for the signboards (e.g., Windowseat issues, Spectrum issues, other materials). Wind is sometimes a problem; we also need a way to keep display materials from flying off the table. There was a suggestion to include information on upcoming events as well as past events that have been supported through an ABCC grant.

Sheila will find out how much money is available from interest (not allocated funds) for these kinds of expenditures.

Committee members suggest having the signboards ready by the spring 2019 ABCC grantee reception. There was discussion about having a table at the flu clinic/wellness fair (October 4<sup>th</sup>, 3-6pm ) at the Blanchard School, Boxborough. No one is available, so the signboard won't be needed until the spring grantee reception.

Judy will email Sharon her recommendations. Jin suggests that the Dollar Store might be a resource for items to hold down announcements, pamphlets, etc. that are displayed on the table. a plexiglass table top is another option. Karen suggested a banner for the canopy top. Nancy described flags that could be displayed on a stand. Nancy has a contact at Vistaprint who may be able to provide us with a discount. The committee is considering purchasing a “feather flag” (standing flag) for display at events.

Item 8 was discussed in detail; no motions were made.

**9. Westford Cultural Council (WCC) joint meeting:** Sharon received an inquiry from the WCC. WCC was recently formed; the committee would like to meet with ABCC members. We discussed inviting WCC to the 2018/10/15 ABCC meeting, with 2018/10/1 as a backup date.

Addendum: This meeting will take place on 2018/10/1-7:30pm, Acton Public Safety Building.

**10. Wrap-Up: Farmers Market; Fifers Day; Harvest Fair tables:** We had good attendance at the events. Nancy had two suggestions for these summer events: 1) that ABCC members stand by the table to better interact with the event audience, and 2) that we make available materials publicizing the upcoming fall grant round. Sheila has additional bookmarks for the events.

**11. Publicity for fall 2018 grant cycle:**

Grant information is now available on the ABCC website. Applications will be accepted via the online format from 9/1 through 10/15.

Priya would like to advertise the grant cycle in different Facebook groups.

There was discussion about revising the ABCC bookmark and creating new ABCC stickers with a QR code. Sharon will reach out to past ABCC member Palma Cicchetti for the original bookmark electronic files. For the sticker, we will extrapolate the image from the bookmark and embed a QR code.

Karen will print a hard copy of the application for the rest of the committee. Natalie will advertise the fall funding round at ABRHS.

There was discussion of various vehicles to publicize the fall grant round. Sharon will reach out to Palma for a list of advertising sites used in the past (paper, electronic).

### **12. Website hosting and updates:**

We need to update the ABCC website as soon as possible with the names of new committee members.

The Facebook site also will be updated. Priya will let us know when the update is complete so that members will be able to link their respective Facebook groups to the request for proposals.

Sheila will investigate costs for the current website host (StartLogic). We may consider Google hosting.

**13. Franklin Cultural Council event:** Karen shared a grantwriting workshop email blast from the Franklin CC. This topic led to a brief discussion of grantmaking: currently ABCC funds (or attempts to fund) all grant requests that meet MCC and ABCC guidelines/requirements. Going forward ABCC may implement a more selective approach (e.g., making larger awards to a smaller group of applicants, or increased focus on funding for new projects rather than ongoing support). If ABCC funding selection “philosophy” becomes more competitive, applicants may benefit from a grantwriting workshop.

Sharon will include this item on the Meeting Agenda 2018/10/16.

### Additional Comments:

-ABCC Film Sub-Committee (Nancy): Nancy discussed “Our World” film series, held during the months of April and May. Advertising is underway. The first sub-committee meeting for the 2019 series will be held on 9/27/18-6:30pm, Boxborough Library, to discuss planning the series. Short films by MA filmmakers are shown in April. The sub-committee will select the 3 films by foreign directors for the May series. Jin expressed interest in joining.

-Sharon mentioned that ABCC may accept two more Acton residents, and an unlimited number of Boxborough members.

Meeting adjourned at 9:12 p.m.

Meeting notes submitted by: Karen Myers, ABCC