

**ACTON-BOXBOROUGH CULTURAL COUNCIL**  
**OUR WORLD FILM SERIES SUB-COMMITTEE MINUTES**

January 6, 2020 7:15 pm Acton Town Hall Room 126, 472 Main St., Acton, MA

Attending: Jin Hong Yang, Nancy C Evans, Todd Davis, Beth Davis, Greg Hutchins

Meeting called to order at 7:30 pm

A joint meeting was held with the Acton-Boxborough Cultural Council to discuss potential fundraising efforts by the sub-committee. Any such effort would have to be under the banner of the ABCC, with funds handled by the ABCC Treasurer. Todd gave a brief presentation to the ABCC members about the sub-committee's preliminary steps and discussions. Business sponsorships are a possibility.

ABCC members asked about the reasons the sub-committee was considering taking this step. Todd replied that it was so that the sub-committee would not have to be exclusively reliant on the ABCC for annual funding. The overarching purpose would be to try to find ways to increase the sub-committee's outreach and audience turnout. The potential to send postcard mailings or other written communications to local households was mentioned, as was advertising. ABCC members offered a number of suggestions for promoting the Film Series, such as showing films at other locations (town libraries, NARA Park, playgrounds), or on different nights. Other ideas included partnering with another organization that was trying to raise funds, in order to have that organization promote the Series to its mailing list. A sponsorship with a livery company providing transportation to the showings was suggested, perhaps in conjunction with the Council on Aging.

The idea of handing out free "tickets" was discussed, possibly in connection with a "cheap date" promotional campaign associated with Valentine's Day.

ABCC Treasurer Sheila Hanrahan reported that the Council had spent \$216 on the OWFS in 2019, for DVD's, refreshments, and printing. The ABCC voted to allocate \$400 to the sub-committee for 2020, citing the need to purchase a new banner to be hung over Main Street in Acton. Sheila also said she would discuss with Boxborough Town Accountant Jennifer Barrett any preparatory steps that might need to be taken, with particular attention to the ability to retain any unspent funds from year to year.

Meeting adjourned at 8:45 pm.