

Harvard Cultural Council Meeting

Monday September 12, 2022, 6:00 PM

Minutes of the Zoom meeting

Meeting called to order at 6:04 by Rich Marcello.

Present: Rich Marcello, Lisa Aciukewicz, Kathryn Costello, Faith Cross, Maria Day, Ellen Harasimowicz, Marijke Vallaey

Absent: Tim Shmoyer,

Rich opened the meeting by mentioning the items of tonight's discussion: marketing and presentation of the application form.

Minutes

The minutes of 05 /23/2022 were reviewed, corrected and approved unanimously with the changes.

Marketing

How do we get the word out?

1. Place ads in the Harvard PressA

\$300 budget is available.

Maria had previously agreed to contact the Press. She already talked with Carlene Phillips who is affiliated with the Press. Carlene's advice was to save money and place the information on the notice board. There was some discussion about the length of the article. Conclusion:

- make it concise, no more than 500 words.
- Place both ads and notices
- As the deadline is October 17, place ad or notice the next 3 weeks

2. Emails and word of mouth to...

Send the form to local clubs and ask to forward the info to their members

Fivesparks is an example of an organization we can work with

Nextdoor Harvard is already aware as Maria posted the info on their platform

Grantees of the past

Facebook, Instagram: Kathryn uses FB and will post messages on their platform

3. *Presentation*

Rich shared the screen to show the HCC webinar, the same as last year
Change: only online applications will be accepted

4. *Encourage members of the CC to visit or attend the programs of grantees.*

Example: Old Frog Farm has a fabulous exhibit

5. *Project updates: share how the grantees used the grant money*

Share pictures of the events and share it on Facebook.

Each CC member chooses an event and mentions their attendance. That has always been done in the past.

6. *Next meetings:*

Tuesday, November 1 from 6:00 to 8:00 pm.

Monday, November 14 starting at 6:00 pm

Adjourned at 18:40 pm

Respectfully submitted by Marijke Vallaey-Oplinus

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