

## Warner Free Lecture Trustees Meeting

Virtual meeting via Zoom

### Minutes for July 25, 2023

**Trustees Present:** Jeff Boudreau, Michael Kilian (Chair), Steve Peisch, Billy Salter, Sheila Simollardes.

Chair called the meeting to order at 6:20pm and asked Boudreau to act as recording secretary.

#### 1. Review and approve minutes from June 6, 2023.

Boudreau requested discussion of 2022-2023 season budgeting policy/practice be included. Chair agreed to add a list of expenses that were dealt with in real time, as opposed to having a budget. Items included honorariums and publicity including, 8x10" posters, 5x7" cards, large poster for the Common, one ad in *The Harvard Press*.

Billy found two typos that needed correction, adding a comma after "E.W. Morse" and correct the spelling of "gauge."

Michael to wordsmith and forward to Secretary for minute revision.

VOTE: Steve moved to accept the minutes as amended, Sheila seconded, all in favor.

Nancy Meyer joined during discussion of agenda item 1; recording secretaryship transferred to her at the conclusion of article 1.

#### 2. Review descriptions and publicity for 2023-2024 season.

Steve and Sheila will coordinate on edits and updates of the descriptions of upcoming presentations. Billy will email some edits to Mike. Mike requests that we copy and paste text into a Word document and track changes so he can easily find the changes. Retitle the documents to help keep track of changes. Once our website is updated Mike will send an email to our mailing list letting them know about the updated schedule. Mass emails sometimes go to Spam, despite Mike's best efforts.

Sheila will get posters made to post in the Harvard General Store (HGS) and other locations. She also creates a 5x7" card. On the card, email and Facebook addresses should be removed and replaced with, "For more information or to contact, go to: [www.warnerfreelecture.org](http://www.warnerfreelecture.org)." Reservations, questions, comments can be submitted through the website. Contact through the website is preferred. The gmail address, [WarnerFreeLecture@gmail.com](mailto:WarnerFreeLecture@gmail.com), is still active but it is becoming increasingly difficult to access emails due to two-factor authentication.

Sheila had questions about the layout of the 5x7" card. We printed 100 copies in the past two years for distribution at WFL presentations. We identified locations around town where we could leave stacks of cards including the HGS, Council on Aging, Town Hall, school

administration offices, library free table. Also include in Welcome Wagon basket. Sheila will have 100 printed and can print more, if needed.

Volunteers Hall is listed on the cards as the location for all events. Jeff had a question about capacity for Volunteers Hall and noted that Town Hall capacity is 200 and the Cronin Auditorium at the high school is also available if we ever need to expand for larger groups. Website is easily editable if, for any reason, we need to move location or make any other changes.

We discussed doing a town wide mailing but think it would be prohibitively expensive.

Could we have a physical presence at the Apple Festival, The Flea Market, the Lions Club Fall Festival? Possibly piggyback with another organization, like the school committee. Mike flagged this as a future agenda item.

Steve will get posters printed and will add the website address to posters.

3. The Harvard Press Articles.

Mike will work with his wife Valerie Hurley, the Managing Editor of *The Harvard Press*, to identify the correct technical writer to cover the Bob Mumgaard event. *Press* must be approached prior to each event. Having press coverage prior to the event is preferred as it helps increase interest and awareness.

We discussed placing an ad in the *Press*. Mike will get a quote for the cost of an ad that lists the entire season's schedule. We are aiming for a full season ad in the September 1 issue and a Bob Mumgaard article in the September 8 issue. Sheila has already spoken with *Press* staff writer Carlene Phillips about doing articles before the Roxana Trabulsi and Barbara Berenson presentations.

We should advertise the "Gardening in the Age of Climate Change" lecture to the Harvard Garden Club. Billy will talk with Kathy Hewett. There is an overlap of people who attend Garden Club and Women's Club and Warner lectures. Can we get a relationship with non-overlapping groups to broaden our audience?

4. Sign Frame.

The sandwich board sign frame that is used on the Common is in good shape. It received needed repairs after a major snowstorm last year. Jeff has use for the old sandwich sign if it's not being used.

5. Massachusetts Cultural Council Grants.

Jeff contacted the Mass Cultural Council about possible grants. There is a grant program for which we may be eligible. The application window closes in late spring. Funds are available in Summer. Jeff will resend the exact program name, description, and application window

deadlines to Mike to put in our calendar for winter/early spring. These grants are typically \$1000+.

Jeff also reported on a change in the Mass Cultural Council Local Cultural Council (LCC) grant process and awards. We as a town committee would be eligible for a LCC grant, just like any other non-profit arts organization in town. The window for applications is September 1 to October 17. Grants are \$250-500 and could be used for costs for a program during the 2023-24 season or to help defray cost of a town wide mailing. At the next meeting we will work on getting dates, required information, and who will work on what.

Mike can create WFL email addresses for whoever needs them. The @warnerfreelecture.org address can be automatically forwarded to another address. Jeff suggests creating email addresses by title, so information carries over to newly appointed members.

6. Next meeting date.

Jeff suggested setting a standard meeting date/time. Tuesdays have historically been WFL meeting days. After some back and forth between two dates, we changed the next meeting to August 29 (based on Alison's availability). At that meeting we will bid a fond farewell to Alison.

7. The meeting was adjourned by majority vote at 7:19.

Respectfully submitted by Nancy Meyer, Secretary.

Future agenda items:

- Physical presence at Town wide events.
- Dates and required information for local council grants.