

Wayland Cultural Council

Meeting Minutes

June 1, 2017

7:00 pm

Wayland Town Building

Committee members in attendance: Jon Saxton (Chair), Brenda Ross, Barbara Holtz, Kara Brewton

Committee members not in attendance: Barbara Hoffman, Matt Ludwig

Meeting Materials: April 24<sup>th</sup> draft minutes, Revised Draft Community Survey (J. Saxton)

**1. April Minutes**

The April 24<sup>th</sup> minutes were reviewed and approved as amended. Brenda abstained as she was not present at that meeting.

**2. Review draft Community Survey**

Jon walked through the revised draft survey, which incorporated comments from the April 24<sup>th</sup> meeting. Brenda offered significant suggestions including reordering and language edits to help the survey overall read clearer and more useful once we receive the results. Barbara also asked that the survey or survey instructions include language for people to know how to volunteer to serve on the WCC. The Committee agreed that Jon would incorporate the edits, finalize the survey, and send the Committee a template email so that all Committee members could ask their contacts to help get the word out about the survey.

Other topics that came up during discussion of the survey included:

- Brenda will be asking the Finance Director about the process to utilize the Joan Memorial Fund for the designated purpose. Implementing the memorial may be a practical way to raise the Town's awareness of the Wayland Cultural Council's activities.
- Kara shared text services that could be used for community participation activities. The group agreed this might be more appropriate for a directed focus but not to be combined with a survey of a dozen or more questions. Other ideas for attracting attention included inviting an organist Roger Wiegrand to community events, lawn signs to the survey, and holding posters at Town Center (intersection of 20/27/126).

**3. Finalize implementation Community Survey implementation**

The Committee agreed to the following timeline:

Week of June 12<sup>th</sup>: post & distribute survey

June 19<sup>th</sup>: deadline to publicize survey & public hearing date in Town Crier & Patch

July: hold required public hearing

August 4<sup>th</sup>: close survey

August 15<sup>th</sup>: meet & analyze survey results

September 1<sup>st</sup>: revise & post online Wayland Local Cultural Council guidelines

Committee members volunteered to the following action items related to implementation

Jon	<p>Confirm with Massachusetts Cultural Council that with the new e-application system that all applicants get confirmation of receipt.          Ask Town staff for access to WCC webpage so that we can link to a pull-through of ArtsBoston events tagged with Wayland.          Ask Matt about future WCC availability and also whether any date has been secured for a public hearing.          Ask Kathy Trologo about applying for WCC          Outreach by postcards and/or emails to: Housing Authority, Wayland Social Justice Group, Wayland Business Association, ArtsWayland          Ask WayCam to do TV show, potentially with Brenda          Write Parch &amp; Town Crier articles after figuring out public hearing date with Matt</p>
Brenda	<p>Post postcards and/or emails to: WCPA, Russell's Garden Farmers' Market, Town Beach, restaurants (110 Grill/ Local), Cochituate Post Office, Wayland Dads e-group, Creative Arts Parents Organization, Wayland PTO, Wayland Town Pool, Panera Community Board, Starbucks Community Board, Stop &amp; Shop Community Board          Create header stationery for WCC for hard copy of surveys for library, Town Hall, etc.</p>
Barbara	<p>Post postcards and/or emails to: Council on Aging, Wayland eNews, Wayland Voters Network</p>
Kara	<p>Send everyone the copier ID at Town Hall for WCC business          Schedule the next meeting via doodle poll &amp; set up meeting with Town Hall          Arrange for a WCC banner to be created that can be displayed at community event tables (up to \$200).          Design and order postcards for the community survey.          Ask Recreation Department about placing notice of survey/ application cycle in Fall classes calendar.          Send dates of Wayland Wednesdays at Town Center to groups to ask for volunteers for survey (5:30-7pm)          Ask contacts about Single Parents e-mail newsgroup          Ask Sarkis for list of Town organizations &amp; contacts for Town Center activities          Post survey on NextDoor webpage          Post postcards and/or emails to: Interfaith Clergy Network</p>

**4. Other business**

Jon brought up the topic of redistributing Committee assignments to allow for Brenda to receive relief from the Treasurer duties. Following further discussion, Jon made a motion to nominate Kara Brewton as Chair, approved unanimously. Kara then nominated Jon Saxton as Treasurer, unanimously approved. Barbara asked that we bring up Committee duties again at the following meeting: Corresponding Secretary, Recording Secretary, and perhaps a Memorial Fund Secretary.

**5. Schedule next meeting**

Kara will send a doodle poll around to schedule the next meeting for July's public hearing, following feedback from Jon.

**6. Adjourn**

Jon made a motion to adjourn the meeting, which was unanimously agreed to.