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MELROSE

CULTURAL COUNCIL

January 25, 2024
MCC Meeting
Via zoom 7pm - 8:30pm

In attendance: Jason, Jim, Lily, Laura, Sara, Sarah Bolha, Elizabeth Bouchard, Mel, Clio, Nick, Leah, Jenne

No one from public attending

Minutes from last minute approved: Ayes all around

Review of FY23 -

5 projects still have outstanding paperwork:

Roosevelt School (Laura will follow up)

Peter P. - Jim will follow up

Lily will take the Greater Boston Stage Company

2 from Human Rights Commission - Jim to reach out

FY24 grantees discussion

17 grants awarded:

We picked liaisons for each event...all live on chart on the google drive

Liaisons duties reviewed:

-make sure documentation is in: for now it's w9 and grant agreement

-Follow up with emails on dates throughout the year / do they need help?

-Developing a relationship

-2 weeks prior to the event, reach out to get marketing materials, graphics to help with promotion

Promotion to Melrose Public

Jim created the press release last year and distributed / who can do this year's using that as a template? - MEL volunteered

FY24 grants

Reception:

Laura discussed a reception hosted by Lowell Cultural Council last year / mayor and all awardees attended. It was great and we discussed doing the same thing here.

Need to coordinate with Mayor's office on her schedule

Wednesday or Thursdays nights are best

Maybe March 6 at 6pm? Invite Chief of Staff as well

Jenne went to a listening session with the Mayor..thought it was great and shared what was discussed (cultural district, arts in general, etc.)

Financial update:

Lily: iRaiders emailed about wanting to be a “standing grantee”...she was wondering if we have language to answer it. Jim and Jason will handle it.

Fundraising;

Jim discussed the option of MCC raising an additional \$10k to be able to fund more projects at a higher level

Sara talked about how she and Elizabeth have identified possible donors to support ongoing work.

Liz started a spreadsheet ...shared list of prospects

Sara talked about the need to put a “one pager” together for members to share with potential funders

Jason offered to reach out to Stephanie Nelson to get a potential list

Sara is wondering what amount is reasonable to ask for? \$500? \$1000? And what would they get in exchange?

Liz suggested a targeted approach...maybe start with 3 or 5 companies

Jim will reach out to Robinson Funeral Home / Lily will reach out to Lorraine Gately

Discussion around how we can help some other grantees raise more money.

Jenne - likes the idea of creating better relationships with businesses and the MCC.

But the challenge is do we want to ask people for money? How can we be better relationship builders? Maybe make the priority *that* and not the actual ask for funding?

Maybe invite some of these people to our reception?

How do other councils do it? Tap Carolyn Cole to ask her?

Jim: these are not mutually exclusive ...some of the bigger banks just give out money and why not now? More transactional.

This was a great first discussion!

Jenne: will there be a committee for this? To fill out applications, etc.?

Jim: ultimately, yes... Laura, Jim, Lily, Sara and Liz volunteered

Email from Kristin Foote to complete training..Sara, Nick, Elizabeth haven't received the link so we will share it with them

February meeting date: Feb 15

Mel will reserve the Worklery for us from 7-8:30pm

Sara asks for a plug for Mass Creative...contact your representative!

8:40pm ADJOURN

