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By City Clerks Office at 11:33 am, Sep 03, 2025

Jun 12, 2025 | 📅 MCC Monthly Meeting

Attendees: Elizabeth Lohnes Sarah Bolha Nicholas Gleason Jenne Rayburn
Elizabeth B. Ontom4rs@gmail.com ariana.moir@gmail.com laurencstetson@gmail.com
smqualters@gmail.com Jim Bracciale carrollandco@outlook.com

Attached files:  MCC Meeting Notice 6.12.25.pdf

No Public Comment.

May Meeting minutes were accepted.

Welcome New Members: Introductions

- Welcome to Tina Carroll, Jenny Montrose, Ariana Moir, Lauren Stetson, and Sheri Qualters!

Overview of MCC Calendar & LCC Guidelines

- Grant Cycle set by the Mass Cultural Council and that starts in September.
- November and December meetings work through applications, which are applied at the end of the calendar year.
- At the beginning of the calendar year we assign liaisons to grantees to make sure they have everything they need, build a relationship, and to make sure they have a quality event.
- The rest of the time we brainstorm what we can do to promote our grantees as well as the Council itself. We also try to promote our own presence in the city through things like the Victorian Fair, the community survey, etc.
- This year, even though we've been assured that we will have the \$20k from the city's legacy Messina Fund, the goal is to have just one grant cycle.

Marketing/Communications Subcommittee Development

- Sheri, Tina, and Jenne all expressed interest in being a part of the marketing and communications subcommittee.

Community Survey

- We were disappointed in survey participation this past year, which was more passively promoted.
- If we could push grantees, business partners, and the Chamber of Commerce to promote the survey more actively, we might get more responses. We might also

purchase ad space in some of the programs we sponsor and include our qr code. We might put them in local church bulletins or at the library.

- The purpose of this survey is to update the Mass Cultural Council with our priorities, so it is tied to timing somewhat, but could be open longer.
- More interactivity at the Victorian Fair (“how would you describe the Melrose arts community” word cloud).
- Do we want to have this up by the Summer Stroll?

Survey questions for discussion

- Do you support local arts organizations?
 - Have you attended this or that local event?
 - As far as the demographic questions go, the one about age might be most valuable
 - The question about attending restaurants before events was also useful
 - Add “children’s programming” as an answer to questions 3 and 4
- At this point it might be best to leave the survey exactly as it is, and work on promoting it. At the deadline (Aug 31), we can assess responses to date.
 - For launch: press release, business cards, paragraph for forwarding to friends.

Student Member Status

- Oren, rising senior, will be here for another year, but is having difficulty finding another rising junior.

Many people are gone in August, so we will cancel that meeting, but still meet in July.

Action items

- Sarah Bolha will ask Greg—the local cultural council person—what other cultural councils are asking, or what kind of response they are getting in their towns
- Nicholas Gleason will take the feedback from this meeting and apply it to the survey
- Jenne Rayburn will work on finding a high school student member
- ~~carrollandco@outlook.com will put together the survey “launch package” (press release, business cards, paragraph for forwarding to friends)~~
- jimbracciale@hotmail.com will reach out to Stephanie Nelson about a Farmer’s Market table

Meeting adjourned at 8:32pm.

For next time:

The Creative Alliance wants to know if they can share a table with the MCC for the Victorian Fair again.
