



Lenox Cultural District Steering Committee Minutes

Monday, December 9th, 9am, Lenox Visitors Center

Attendees: Beth Tracy Gamble, Lenox Cultural Council; Gwen Miller, Town of Lenox; Eileen Mahoney, Trinity; Rebecka McDougall, The Mount; Cassandra Sohn, Sohn Fine Art; Laura Brennan, BRPC

By Phone: Hilary Field Respass, BUTI

I. Review of Past Events

The group discussed the recent Community Kick-Off Meeting on November 6th at the Town Hall Auditorium. The presentation and discussion went smoothly with good feedback from attendees. There was some discussion regarding the shared calendar and its potential to be a challenging project. There are multiple purposes for maintaining a calendar, including the private sharing of plans by organizations amongst themselves in order to avoid scheduling conflicts, as well as the desire to promote events to the general public. A variety of options were discussed including Facebook events, Google Calendar, Berkshire Edge. Laura Brennan will contact the Berkshire Edge about the possibility of adding a category/tag for Lenox Cultural District events as they have done with Great Barrington. She will also set up a shared calendar in the Google Drive so that they group can test this as a way to share information.

Discussion continued regarding who the audience/constituency of the Lenox Cultural District is, which affects branding and communications decisions. Both of these items will be included in future steering committee agendas for further exploration. We also discussed the suggestion (by Natalie Neubert of Shakespeare & Co.) of producing a video. The group discussed the possibility of holding a contest for local high school and college students to pursue this idea. Gwen and Eileen volunteered to do some initial outreach to faculty contacts. Cassandra will work on the structure of a potential contest. This group will hold a subcommittee meeting prior to our next full Steering Committee meeting.

II. Upcoming Events

The group discussed the upcoming ArtWeek 2020, which will be held May 1-10th. Registrations opened on December 4th, and an early bird deadline for event submissions is January 10th. The group would like to collaborate with other cultural districts in Berkshire County to urge event host submissions and to promote ArtWeek activity when the time comes. A press release will be issued this week by 1Berkshire mentioning all cultural districts as ArtWeek “partners”, and 1Berkshire staff member Abby Powers has indicated that they will assist in other ways including

calendar listings, etc. Rural Intelligence has been approached about a media sponsorship for ArtWeek and has submitted a proposal valued at \$12,500. Cassandra suggested asking Jenn Nacht from the Lenox Chamber to include ArtWeek registration info in a chamber e-newsletter. Laura Brennan will schedule an ArtWeek meeting with Jenn Nacht in early December.

III. Steering Committee Topics

Having exceeded the scheduled meeting time, other agenda items were tabled for the next meeting. At that time, the Steering Committee will need to vote on draft minutes from both this meeting and the October 7th meeting.

The next meeting of the Lenox Cultural District Steering Committee has not yet been scheduled.

The meeting adjourned at 10:30am