



Lenox Cultural District Steering Committee Minutes

Monday, October 7th, 9am, Lenox Visitors Center

Attendees: Gwen Miller and Jes Cote, Town of Lenox; Jenn Nacht, Lenox Chamber of Commerce; Eileen Mahoney, Trinity; Rebecka McDougall, The Mount; Andrea Goodman, Cantilena Chamber Choir; Amy Lafave, Lenox Library; Cassandra Sohn, Sohn Fine Art; Laura Brennan, BRPC

By Phone: Hilary Field Respass, BUTI

I. Review of Past Events

The group discussed the recent Cultural District Announcement on September 9th, hosted by Sohn Fine Art. MCC director Anita Walker along with other MCC staff members and members of our delegation (Senator Hinds, Representative Smitty Pignatelli) attended and spoke to the group, as well as Town Manager Chris Ketchen. The event was well attended and received media coverage. A number of attendees expressed interest in getting further involved.

II. Upcoming Events

The group discussed logistics for the upcoming Cultural District Kick-Off Meeting on November 6th, to be held at Lenox Town Hall in the auditorium. A general framework for the event was created, including an agenda. Committee members volunteered for responsibilities including check-in/registration, facilitation of the program, taking minutes, and serving as contact for potential Steering Committee volunteers. Registrations will be taken through an Eventbrite page. A JotForm file will be created to invite District Partners to share information about upcoming events, with a focus on events occurring over the next three months.

III. Next Steps Discussion

A list of steering committee topics was reviewed by the group to determine next steps:

- New/Additional Committee members – MCC requires that at least 50% of committee members be from organizations within district borders. Any volunteers that come forward at the Kick-Off Meeting will be invited to the next Steering Committee meeting in November to learn more. The committee will then determine if the correct balance of representation will be maintained and formally invite new members as appropriate.
- Signage – MCC is working on production of new Cultural District signs for all districts in the Commonwealth. Town staff will coordinate installation when signs are delivered.

- Shared Files – the group discussed ways to share documents and agreed that a Google Drive can be established by Laura Brennan.
- E-newsletter program – pros and cons of various e-news software were discussed, including usability and pricing. MailChimp was selected as the software to use for the time being, with the possibility of migrating to Constant Contact if budget allows in the future.
- Social Media – a variety of social media channels may be used to promote Lenox Cultural District activity in the future. At this time, a Facebook presence will be established and a number of Steering Committee members will be invited to serve as admins.
- Website – the group discussed options regarding an online presence, including the possibility of a stand-alone website vs. a landing page on an already established website. It was agreed that at least for Year 1, a landing page on the Chamber's website will suffice.

The next meeting of the Lenox Cultural District Steering Committee was scheduled for Monday, December 9th at 9am, to be held at the Visitors Center, 4 Housatonic St.

The meeting adjourned at 10:05am.