



Lenox Cultural District Steering Committee Minutes

Tuesday, January 28th, 2020, 9am, Lenox Visitors Center

Attendees: Beth Tracy Gamble, Lenox Cultural Council; Derrick Holt; Color of the Berkshires; Amy Lafave, Lenox Library; Gwen Miller, Town of Lenox; Eileen Mahoney, Trinity; Rebecka McDougall, The Mount; Jenn Nacht, Lenox Chamber of Commerce; Deirdre McKenna, Lenox Chamber of Commerce; Cassandra Sohn, Sohn Fine Art; Laura Brennan, BRPC

Absent: Maureen Gamelli, Andrea Goodman, Marybeth Mitts, Hilary Field Respass

The meeting was called to order at 9:05am. The group was introduced to Deirdre McKenna, recently hired Creative Services Manager at the Lenox Chamber of Commerce.

I. Minutes

The group reviewed meeting minutes from October and December of 2019. Jenn made a motion to approve, Beth seconded. The minutes from both meetings were approved unanimously with edits to Eileen's organization name and adding Beth to the list of attendees at the December meeting.

II. Upcoming Events – ArtWeek 2020

The group discussed the upcoming ArtWeek 2020, which will be held May 1-10th. Final deadline for registrations is Friday, February 21st. A handout was provided to all committee members to share with potential event hosts as soon as possible. There are multiple spaces available for events to occur within Lenox if artists or organizations are interested but lack their own space. Interested parties should contact the Lenox Chamber to be paired with an available space.

The group will be collaborating with 1Berkshire and all other cultural districts in Berkshire County to urge event host submissions and to promote ArtWeek activity when the time comes. A press release has been issued by 1Berkshire mentioning all cultural districts as ArtWeek "partners", and two additional press releases are planned. The collaboration is also investigating the cost of shared billboards. 1Berkshire will assist in other ways including calendar listings on Berkshires.org and a landing page specific to the Open Studios in the Berkshires initiative. The county-wide collaboration has also agreed upon a set of hashtags to use on social media when promoting ArtWeek, and Laura Brennan will share these with the group by email.

A printed brochure will be created and will include all ArtWeek events within Lenox. Cassandra Sohn created a similar tri-fold brochure last year and the Chamber staff will take the lead on this in 2020. Social media accounts of the Cultural District, Chamber of Commerce, individual district

organizations, and group accounts should all be used to promote ArtWeek participation. The ArtWeek organization has created a toolkit with pre-made social media content and these materials are available in the District's shared Google Drive.

The Lenox Chamber will plan to include ArtWeek registration info in chamber e-newsletters through the deadline date.

III. Steering Committee Topics

MCC Grant allocation – the Lenox Cultural District's application for funding for the FY20 year has been approved in the amount of \$5,000. The group discussed whether the Town should be asked to match these funds in the coming budget cycle. The Town does match funds provided to the Lenox Cultural Council. The Town does also support the Lenox Cultural District through their contract with Berkshire Regional Planning Commission for staffing support. Laura Brennan and Gwen Miller will discuss the possibility of asking for additional matching funds connected to the MCC Cultural District grant.

New/Additional Committee Members – recognizing that additional participation will help in accomplishing our goals, the group agreed to add this to the agenda for the next meeting. There is an MCC requirement that at least 50% of Steering Committee Members represent organizations from within the District.

Signage – MCC has communicated that signs will be coming soon, after multiple delays. We do anticipate that they will be in place before the summer season.

Shared Files (Google Drive) – Derrick asked that there be a run-through of how to use the Google Drive at the next meeting.

Landing Page on Lenox.org – Deirdre will be working on building the landing page for the Cultural District, which will contain basic information about Cultural Districts and an invitation to get involved, as well as information about upcoming events and programs.

E-Newsletter – an e-newsletter urging ArtWeek registrations went out within the last week, and at least two more will be issued by Laura Brennan prior to the registration deadline.

Social Media – a reminder that all committee members and, if possible, the organizations they represent should share the Cultural District's posts about ArtWeek.

Programs/Events – the group discussed the possibility of submitting a "Light Up the Night/Art of Food" program for ArtWeek, which would involve food under a tent and a movie either outdoors or in the Town Hall auditorium. Chamber and Town staff will continue to develop this idea.

The next meeting of the Lenox Cultural District Steering Committee was scheduled for February 13th, 2020. The meeting adjourned at 10:30am.