



WEST NEWBURY CULTURAL COUNCIL

July 20, 2021

Minutes

Meeting Time: 7:00 PM, First Floor Hearing Room, 1910 Building

Present: Alyson Tedeschi, Cathy DeWitt, Amy Friend, Jocelyne Cosentino, Jen Pepper, Jessica Knezek

Absent: Linda Young

New Member

Alyson introduced our newest member, Jessica Knezek.

Minutes

Minutes were unanimously approved for the 3/16/2021 meeting.

Yard Art

Terminology

We decided to use the words “Yard Art” rather than a single word, “YardArt,” for signage and forms because it’s easier to read.

Advertising

Alyson was told that our Yard Art sample (Margo’s scarecrow) would not be allowed on the Training Field. Discussions with the library to have the sample displayed there have not been promising either. We could possibly ask to display something inside the library.

Additionally, there are new town signage rules which will limit the number of signs, where they can be placed, and the amount of time that they can be in place. The committee members expressed frustration that we can’t advertise properly when we can’t use town property for a sample of Yard Art or for our signs, and we represent the town.

We considered approaching a private business such as the WN Learning Center or Haverhill Bank for our sample. We also discussed the possibility of running a children’s Yard Art brainstorming session at the library. Cathy offered to coordinate this with Kate at the library. However, we need to be careful not to make the event feel like a children’s activity.

It would be best to have our registration information pinned to the town homepage. We will also use our WNCC Facebook page to advertise and will create a FB event closer to the

date. We will try to include images of other Yard Art events to inspire. Jen has offered to reach out to the Watertown Yard Art group to ask for permission to use some images with proper credits. Amy will set up the FB event page.

Margo offered to set up a sample Yard Art on her lawn simply for pictures. We decided to wait. If we are granted permission to use images, we will not impose on her time.

We decided to order 30 lawn signs. Jen will add the following language below the logo and then order the signs. The signs will not include the date so that we can reuse them. She will submit a receipt for reimbursement with Cathy.

Sign up at www.wnewbury.org

Sponsored by the West Newbury Cultural Council

Maps will be made available on the WNCC Facebook page which will help increase our FB following. We will also print some hard copies for the library.

Prizes

There was a brief discussion of prizes. Many town organizations are asked for donations repeatedly and we do not have a lot of funds. Ribbons were suggested as an alternative. If we decide to go this route, we will likely have the town vote online for the winners. We will consider this topic again at our next meeting.

Meeting adjourned at 7:50 PM.

Respectfully submitted,
Amy Friend