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WEST NEWBURY CULTURAL COUNCIL

March 16, 2021

Minutes

Meeting Time: 7:00 PM via Zoom

Present: Alyson Tedeschi, Cathy DeWitt, Amy Friend, Jocelyne Cosentino, Linda Young, Jen Pepper, Margo Pullman

Absent: Sue Dougherty, Dot Cavanaugh

Minutes

Minutes were unanimously approved for the 1/21/2021 meeting.

Yard Art

The Council will plan a Yard Art event, based loosely on the Watertown Yard Art event. Through discussion, we arrived at the following:

Permissions

Before proceeding, Alyson will talk to the Town Manager to see if we need special permission to hold this event. She will also ask if we might be able to use the Training Field and Library to display yard art.

Timing and Registration

We would run the event for a weekend. In order to avoid conflict with the Maudsley event and Columbus Day, we are planning on October 23/24, 2021.

The event will be run rain or shine and participants will be reminded to choose their construction materials with that in mind.

Sign up deadline will be October 1st. Registration will be done using a Google form which will collect name, address, and project description. Form will also contain a release granting the Council permission to photograph projects and use them for publicity.

Theme/Parameters

There will be a broad theme to be brainstormed following the meeting. Jen will send out a poll to members by Thursday. Perhaps a verb could be chosen similar to Maudsley's outdoor sculpture event, or words like those on the heart signs in town.

Yard Art will only be displayed in town. Multiple family members can join. Perhaps those without lawns or with long driveways could partner with someone with a more accessible yard. There is no need to limit the number of participants.

Participants will be asked to spotlight their work in the evenings if possible.

We are considering a small fee that could be donated to a cultural group to keep people accountable. We need a mechanism to confirm that participants will have art out. If there is a fee, it would be per yard.

Promotion

Logo deadline will be June 30th, assigned to Jen.

We will start promoting in July.

Council will produce a sample project to display in town to help promote but also inspire.

Margo volunteered to be in charge of this effort.

Daily News will need to be contacted 2-3 weeks in advance. Linda has a contact at Wicked Local.

Alyson and Amy will contact Page and Pentucket art teachers to ask them to help promote the event.

Schools will be asked to promote in their newsletters. Town will be asked to promote through town email system. The Council will promote on Facebook and Instagram.

Members can share on their personal social media platforms.

Fliers/registration hard copy options could be placed at the Food Mart, Library, Council on Aging and Haverhill Bank.

We could promote using yard signs. Would need to go up in July and be ordered in June.

Organization

Cathy will look into created a Trello online to do list to organize our efforts.

7:56 Jen Pepper needed to leave the meeting

Community Input Survey

This survey is overdue and must be done this December. Alyson is doing some more research. We may be able to use a Google form to collect this information. We could consider sending a flier in the town tax bill, or in the town email blasts. A gift card could be used as incentive to complete the survey. We might ask them to rank ideas according to their level of interest and ask where they first learned about the WNCC.

Membership

We are losing three members soon. Cathy and Alyson will both ask musician friends if they are interested. Alyson will advertise on Facebook again. We can ask Rose Vetere if she is interested in rejoining.

Meeting adjourned at 8:09 PM.

Respectfully submitted,
Amy Friend

