

NMCC Minutes

December 8, 2011

The meeting was called to order at 4:20 with members Barbara, Maureen, Alan, Tom, Ned, Cam and Michele present. The Agenda and last meeting's Minutes were distributed. The Minutes of the October 13th meeting were approved.

Treasurer's Report

Tom Weeks gave the Treasurer's Report which is based on Nov 30th trail balance from The Town. Total, unencumbered funds on hand, is \$16,411. Yet to be reflected are the funds from the State. Because the next FY grants are not yet official, that amount will be expected to be moved to Encumbered Funds. Additionally, Tom presented a FY 2011 – NMCC Grant Tracking Spreadsheet that deciphers encumbered and unencumbered funds. It was agreed that "unencumbered" funds should be moved to "encumbered" as it was earlier agreed that these funds would be carried into the new FY. The Treasurer's Report was accepted by Members.

Fund Raising Appeal

So far, compared to last year, not as much has been collected from the follow-up appeal via USMail. Last year, collected \$9811. So far, \$8381 collected.

Status of Grant Decisions

Barbara noted that no denial letters have yet been sent

Follow-up item: Barbara, Maureen and Nikki will get together and send by the deadline of Dec 15th.

Burritt Day review

Advertising – ideas given about how to better advertise the appraiser: specific article in NM5VN, blurbs in Shoppers Guide (approx. \$8), press releases to The Record, (Ads in the Shoppers' Guide are cheaper than The Record) use Facebook, put together a calendar of all Southern Berkshire County Cultural Councils. It was agreed that we need a larger crowd to be successful in eyes of vendors. Discussed were mediums for general event advertising as well as targeting. It was agreed that the target audience might be differ between Burritt Day and the auto show. Next meeting, begin making lists, responsibilities, etc.

Scheduling Conflicts – The Council agreed that other, out-of-town events haven't affected attendance of visitors but do affect vendors. It was agreed that it is beneficial to have Burritt Day and Fire Department Pig Roast on same day.

5KRun – Some suggestions for future advertising were mapmyrun.com and running magazines

Barbara suggests getting more serious about this at future meetings and move on to Grant Cycle agenda item. Alan suggested discussing NMCC web site, since Grant Cycle is so vital and we lack a quorum at this meeting.

Follow-up Items: Continue discussion at future meetings

MCC Website

Follow-up Item: All review the current site text and freshen, ensure accuracy.

Michele to link FB to MCC site.

Michele to send FB page link to Maureen for MCC site.

Barbara and Maureen to complete Annual Report by deadline of Jan 17th. Barbara is going to update Membership expirations to June 30th, to match Town.

New Business

Louise, via Barbara, wondered if we want to do a winter event.

Follow-up Item: Barbara will solicit ideas via email.

The next meeting will be Thursday, the 12th of January

The meeting was adjourned at 5:30 pm

Respectfully submitted,
Michele Shalaby, Secretary