

NMCC Minutes

September 8, 2011

The meeting was called to order at 4:15. All members were present and the Agenda and last meeting's Minutes were distributed. The Minutes of the August 11th meeting were approved.

Tom Weeks gave the Treasurer's Report which is based on June 30th trail balance from The Town. Total, unencumbered funds, on hand, is \$7,270. Tom will make a determination about whether or not the MCC funds from last year are yet present in the account, following last year's delays at Town Hall. The Treasurer's Report was accepted by Members.

On behalf of the Village Association, Louise Yohalem asked that a grant, for an event that was cancelled due to poor weather, be held over. The Village Association has not yet been able to reschedule the event in 2011.

Follow-up item: Tom suggested reviewing guidelines to determine whether the grant should be held over or re-granted. No particular person was appointed to this task.

Burritt Day Wrap-Up

As all information is not yet available at Town Hall, there is not a final number. \$1574 was collected at the White Elephant with 2 silent auction items still outstanding. Approximately \$400 was made from silent auction items, possibly an additional \$200, yet. No money was made on the auto show v. \$120 PY. Final accounting will be available next month.

Ed noted that the barn, used to store the white elephant items, may be under renovation next year and we'll then have to find another storage space.

Vendor feedback was:

- Twing's food service down approx.. 20% v. PY
- Vendors, visited by Nikki, all would like to return next year.
- Charles Flint completed 90 appraisals and would like to return next year.

Advertising and competition were discussed:

- Burritt Day was held the same day as a large Stockbridge event.
- Louise said that Holly is going to revise the poster next year
- Ad expenses will need to be re-evaluated. Maureen received a \$1500 bill from The Eagle.
- John Schreiber would like to be involved with next year's advertising.

Collections were noted:

- Peter Platt, of the Old Inn, has not paid for his tables and vendor fee. It was confirmed that his fee was waived last year but is owed this year.
- Tom contacted Dave Smith of the Fire Co. regarding their \$300 contribution to advertising. Dave assured Tom that it will be discussed at the Fire Co.'s September meeting.
- Louise confirmed with Debbie that the Friends of the NM Library pay for their own tables.

Burritt Day Wrap-Up, cont'd

Immediate follow-up Items:

- Nikki will send an invoice to The Old Inn, directed to the attention of Meredith.
- Tom will follow-up on Fire Co. payment, after their September meeting.

Lessons learned and initiatives for next year

- Re-evaluate effectiveness of advertising venues v. cost.
- Involve John Schreiber in the advertising
- Consider the impact of other events in the area when determining the date.
- Consider a focus group of potential attendants and vendors
- Publish a calendar of NMCC events, based on grant cycles, similar to one provided to NMCC members.
- Establish a NMCC Facebook page. – Michele will look into this.
- Place events on the MCC site.
- Continue pre- pricing White Elephant items.
- Ask area businesses for silent auction donations. Rotate which businesses are asked so that they are not approached each year.

Community Input Survey

The required, community input survey was conducted during Burritt Day with 16 responses. Most respondents (14) are aware of the NMCC's grants. Respondents ranked, 1. Arts in the schools, 2. Environmental education projects and 3. Youth arts programs outside of school and support for community arts and cultural organizations as recommended priorities.

Upcoming Grant Cycle

Guidelines and Priorities

It was agreed by members that, for the 2010 grant cycle, we will match the previous year's grant availability of \$11,000. It was also agreed that the NMCC will continue to make a priority, grants that are for the benefit of New Marlborough residents.

Forms

Application forms are available in the Library and on line.

Advertising

Acceptance of applications has been advertised in the NM5VN. It can also be put on Maggie's List and in The Record's list.

Schedule of Activities

Applications will be available, for member review, in the Library. Guidance will be given on how to review applications at the next meeting. Since on one signed up for last year's class about writing grant applications, it will not be offered this year.

Follow-up Items:

- Advertise grant availability on Maggie's List. No particular person was appointed to this task.
- Include our grants in the list published in The Record. No particular person was appointed to this task.

Old Business

Regarding last meeting's request by the NM Sign Committee, Barbara answered that the NMCC is unable to fund projects that towns and schools would normally fund. This project fall into such category.

Tom brought forward the plaques that name the Burritt Day award recipients. Poor quality was noted, compared to earlier plaques.

Follow-up item: Tom will talk to Owen about having the quality of the plaques improved.

The meeting was adjourned at 5:15pm

Respectfully submitted,
Michele Shalaby, Secretary