

CAMBRIDGE ARTS COUNCIL
MEETING: April 13, 2010, 6PM

Begin: 6:10 PM

End: 7:45 PM

MINUTES: Aliyah moved that the minutes be approved; Phyllis seconded the motion.

DIRECTOR'S REPORT: After a short discussion on a possible gospel music stage at next year's Cambridge River Fest and the board's warm approval for the beautiful brochure for the Cambridge Open Studios, Jason Weeks introduced Mara Littman, CAC Director of Marketing and PR, who made a comprehensive presentation of the marketing plan of the CAC: "to centralize the marketing efforts, to develop marketing infrastructure, and to create a strategy across marketing platforms."

The centralization of marketing efforts has turned out to be very useful in helping create business partnerships. By the use of branding – "*CAC: Nurturing the Arts in Cambridge*" and "Create, connect, engage, inspire," the CAC is now perceived as one unifying entity connecting diverse enterprises such as the COS and the CRF. The development of the marketing infrastructure has resulted in the merging of 25 databases into one online database, allowing different branches of the CAC to work more efficiently together. The conversion of the CAC website from html to CMS has made it much more user friendly.

The attempt "to create strategy across marketing platforms" includes 1. an auto-submit City Calendar for Events, at once interactive and information rich for the public interested in visual, performance, and multi-media arts and 2. a digital newsletter, Arts-e-news, with 4,000 subscribers, sent out every two weeks with the latest information on arts and culture. Mara has launched a social media page in Facebook and Twitter and written for city publications, including "Cambridge Life" and "City View." She has also created an agency brochure for the CRF,

The CAC strategy for publicity is to make sure the press (e.g. Arts New England) views it as the connector of many arts. It has already used a marketing survey to reach target audiences and has cultivated business partnerships to bring financial support to COS (\$11,700) and CRF (\$17,800). The next steps in packaging and presentation will be worked on by the marketing team: graphic designer, Rick Rawlins, copywriter, Darcy Scott, and web architect, Mia Moran.

Jason mentioned that in the search for new board members (one in the spring and another in the fall) a marketing expert might be ideal. He said all board members should be ambassadors for the CAC, spreading the word for First Monday @ CAC Gallery, the COS Reception and Celebration, the Fresh Pond Day, CRF, Summer in the City, Shakespeare Birthday Parade, the Cambridge Poetry Festival, as well as for CAC as the umbrella organization.

Lori Lander and Lori Damon passed out a draft they created of an artist survey that asked artists if they were interested in exhibiting their artwork in empty and/or occupied commercial buildings and in small local businesses, the period of time that they would be willing to display their artwork, and the way they would like customers to purchase their work (directly through them or through the CAC).

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Members present:

Rosanna Yamagiwa Alfaro, Barbara Baker, Phyllis Bretholtz, Lori Damon, Aliyah Gary, Lori Lander, Matthew Weinberg.

Members absent: James Lawson, Andrew Mroczek, Charles Norris.