

MINUTES OF THE WELLFLEET CULTURAL COUNCIL
December 7, 2009
WELLFLEET PUBLIC LIBRARY, 6:30pm

PRESENT: Martha Carroll, Heather Draz, Katie Hickey, Gigi Ledkovsky, Ennie McDonald, Jan Morrissey, Kim Shkapich

ABSENT: Tom Cole, Laura Kozak, Susan Weegar

ALSO PRESENT: Janet Lesniak

MINUTES FROM NOVEMBER 2, 2009: Minutes from the November 2, 2009 meeting were accepted with corrections.

BUSINESS MEETING

Kim Shkapich convened the meeting for chairman Susan Weegar who was called out of town for a family emergency. Kim introduced Janet Lesniak, who is interested in joining Wellfleet Cultural Council (WCC).

FY2010 LCC Grant Awards

Kim Shkapich reported that Susan Weegar had sent out grant disapproval letters. To date, no requests for reconsideration have been received.

Kim Shkapich noted that last year's grant approval letter might need to be updated for FY2010. Jan Morrissey will e-mail last year's letter to WCC members for review and comments.

2010 Hyannis Sound Fundraising Concert

A discussion and vote was held on the proposed 2010 Hyannis Sound joint fundraising concert. Kim Shkapich reported that in recent e-mail exchanges between Susan Weegar and the singing group, Hyannis Sound had proposed the following:

- Hyannis Sound will perform a concert at the Wellfleet Congregational Church at 8pm on Friday, February 19, 2010.
- Hyannis Sound will book the Wellfleet Congregational Church, create a poster to advertise the event, travel to Wellfleet, and perform the show.
- WCC will distribute posters, sell tickets, and publicize the event on local radio stations and in local newspapers.
- Ticket prices are under discussion.
- After expenses, Hyannis Sound will receive 75% of the profits; WCC will receive 25%.

Martha Carroll suggested that WCC ask Hyannis Sound to enumerate their projected expenses, just so everything is clear.

Several members expressed concern that holding the performance on a Friday evening (instead of on a Sunday afternoon like last year) would affect attendance. People are tired at the end of a work week and may not want to go out on a Friday night. Also, the elderly often do not like to travel on winter nights. Kim Shkapich said that Hyannis Sound has a large following, and that if the WCC is very proactive in getting out the word, a Friday evening concert could be just as successful as last year's

Sunday afternoon concert. She also stated that establishing the concert as an annual winter event would benefit the Wellfleet community as well as WCC.

Members discussed whether refreshments should be sold at the concert, and if so, who would supply and sell them. No decision was reached. Discussion will be continued at the next WCC meeting.

Kim Shkapich called a vote on proceeding with the 2010 Hyannis Sound winter fundraising concert. Members unanimously agreed to proceed.

Tides Dance Company Fundraising Performance

Kim Shkapich reported on the ongoing discussions between Susan Weegar, Tides Dance Company of Chatham (TDC) and Wellfleet Harbor Actors Theater (WHAT) for a 2010 TDC/WCC fundraising event:

- TDC director Naomi Turner would like to hold a two-day dance extravaganza at WHAT. Tentative dates are Saturday, April 9 and Sunday, April 10. TDC would perform Saturday evening and Sunday afternoon. WHAT is looking into screening two dance films that weekend; WHAT has also suggested that a master dance class be offered in their rehearsal room.
- WHAT will rent their theater, which seats 220 people, to TDC at a reduced rate of \$700 per performance. TDC and WHAT will share box office receipts each night until sales reach \$700; TDC and WCC will share box office receipts over that amount, minus expenses.
- The theme of TDC's proposed world premiere dance performance will be "women of a certain age," and will center around a poem titled "Hags and Crones." Well-known women will be invited to read portions of the poem as part of the performance. Part of TDC's mission is to provide scholarships for the continuing education of serious dance students. The group is currently supporting three young dancers, who will return to the Cape and take part in weekend performances.
- Naomi Turner envisions a champagne gala with an oyster bar, chocolate, and other foods at WHAT before the Saturday evening performance. WHAT would provide champagne for the gala, and WCC would arrange for everything else.
- Ticket prices are under discussion. Naomi Turner is suggesting \$20 for performances, and \$50-\$60 for the gala. WHAT believes that ticket prices for the performances should be higher.
- TDC will write all press materials, and WCC will be responsible for promoting the weekend extravaganza and the gala. Promotion will include designing and distributing publicity materials such as posters and postcards, press release distribution and follow-up, local TV and radio advertisements, and pursuing contacts for feature stories in magazines such as Cape Cod Life. WHAT will send an e-mail blast to their 5,000 member mailing list.
- WHAT will operate its concession stand during the event.
- The performances will be videotaped for broadcast on local TV stations.
- Budget projections for the event are not yet complete.

Following the report, a discussion took place on whether to go forward with plans for the fundraiser.

Jan Morrissey asked for clarification of WCC's monetary liability for the event. Kim Shkapich believed that WCC's only liabilities were time, energy, and publicity costs. WCC would seek food donations from local merchants for the gala. Janet Lesniak noted that April might not be the best time of year to ask restaurants for food donations.

Some members felt that ticket prices, especially for the gala, would be too steep for many year-round residents, especially in the current economic environment, and also because the event was scheduled during income tax filing time. Members were also unclear whether the \$50-\$60 gala ticket price included admission to the Saturday evening dance performance. Heather Draz suggested a lower priced gala with coffee and desserts. Jan Morrissey noted that WHAT often held fund-raising galas, and there is an audience for such events.

Members felt that the event details and budget projections were still vague, and that the success of the event would greatly depend on which "well-known women" agreed to do readings, and whether these women attended the gala. Gigi Ledkovsky, Martha Carroll, and others felt it was important for WCC to focus on promotion, and not become entangled in the production of the event.

Kim Shkapich said that the event was an excellent opportunity to expand WCC's outreach. We could include our own donation envelope, mission statement, and list of recent grant awards in mailings we did for the event. Kim also noted that because of the scope of the project, she would need help with publicity efforts, and WCC must begin those efforts ASAP, as magazines such as Cape Code Life have a 3-month lead time. Subcommittees should be formed to manage various aspects of the event. Subcommittees, and perhaps the entire council, will have to meet frequently.

Kim Shkapich offered to design the poster and other publicity materials pro bono. Heather Draz offered to assist Kim with design work.

Martha Carroll offered to help Susan Weegar review contracts.

It was suggested that Tom Cole might be interested in videotaping the performance.

Members agreed that, in principle, WCC should continue with the project. Members were okay with handling publicity, but would like to see a more complete budget projection for the event. Members had concerns about proposed ticket prices, and especially about being able to sell enough tickets for the \$50-\$60 Saturday night gala. Kim Shkapich will contact Susan Weegar and Naomi Turner about these issues.

AGENDA ITEMS FOR NEXT MEETING:

Hyannis Sound joint fundraiser
Refreshments for the Hyannis Sound event
Tides Dance Company joint fundraiser
2010 LCC grant acceptance letter.

NEXT MEETING: The next meeting of the WCC will be 6:30pm on Monday, January 4, 2010, in the large meeting room of the Wellfleet Public Library.

ADJOURNMENT: Meeting was adjourned at 8:05pm.

Respectfully submitted by Jan Morrissey, recording secretary