

Truro Concert Committee Meeting Minutes, April 10, 2023

Submitted by Michael Holt

Approved May 8, 2023.

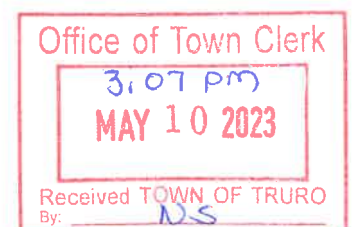
Present: Ken, Carl, Tim, Nancy, Pat, Charlo
(guest), Michael

Signs

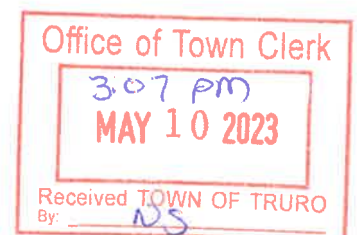
- Tim is donating renovation by hand of our signs, and will pay for professional band name signs to attach to them. He has a lead on a sign company.
- Our signs have been green because of our outdoor theme. [SEP]

Website

- Carl also used green for the website.
- Mike will work on getting band descriptions within 2 wks.
- Tim will try to put QR codes on signs leading people to our website



- Carl: everyone please look at latest version of webpage. Lots of changes.
- Truro town website also posts our schedule. Ken will make sure they update it and list our url.
- Talk about whether to do non-summer concerts in future. It's the main reason Mike is excited to be on this committee - shows for Truro's year-round community. There's concern that if our url is truroconcerts.org, we'd step on the Library's toes—they have their own winter concert series. Mike says could ask them if they would mind our using that url, and we could post their series schedules on our website.
- Decided: We'll go live now with trurosummerconcerts.org. Carl & Micahel say we can change change it to truroconcerts.org later if we start doing non-summer concerts, and re-publicize the new url then.



Rack cards and posters

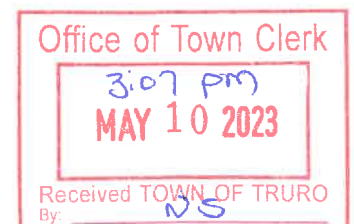
- Local printers are more than 3x the cost of Internet printers for 5,000 rack cards, but we prefer local printing. Carl will talk to Thompsons and Staples to find out why the big difference and can they come down in price.
- Pat and Ken will finalize the proper sponsor info for the rack cards.

Backdrop

- Carl will talk with local artist Mike Correa about guiding kids to make art for our backdrop canvas.

Sponsorship

- Pat will keep doing sponsorship outreach.
- Ken will get mailing label file from Trish for our Google folder.



Facebook

- Jane Corbin declines joining, but is happy to continue doing our FB.
- Michael will ask her if she wants to keep going even if none of us is able to help her.

Programming

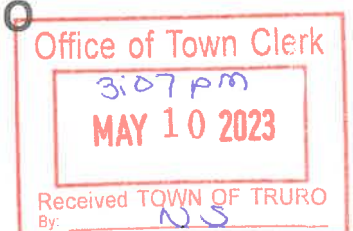
- We should keep talking about how to pick bands, since Ken & Mike are in bands.

Revenue

- Mike will say “no tip jar” to bands when he contacts them about blurbs.

Membership

- Charlo is interested in joining. Recent Truro homeowner. Is retired. Lives between Watertown and Truro. Was a financial adviser and business owner. New trombone player in band w Ken. Has helped to

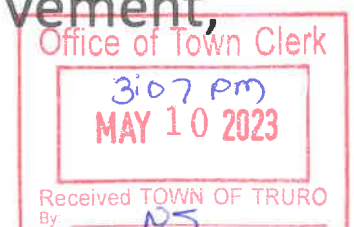


organize the Honk festival in band selection and parade organizing.

- Let's look for more members.
- Tim has been looking for non-member volunteers for at the concerts.

SEP Concerts on grass?

- Michael makes pitch for intimacy, proximity, sight lines, no need for lighting.
- Ken has done it both on grass and stage, and prefers stage. Acknowledges that we've had it on the grass two times with Tim Dickey's band, and other bands have done it that way outside our series, with no problems.
- Tim raises concerns about complication, loss of control, and branding-confusion if we have two different locations for our concerts. The stage provides shade for the bands. They can still break 4th wall by going out into audience. Playing on the grass requires an electric cord on the pavement, which may create liability issues.



- Ken affirms it's good to have different opinions on our committee.
- Agreed: we will continue dialogue at next meeting on: are we going to offer the grass option to bands? If we do, we won't tell them that the grass is the *better* option, because we disagree about whether or not it is.

meeting frequency

- Do we want to remain a seasonal-only c'tee with the chair also working throughout the year, or start meeting more frequently?

Next meeting

- May 8 at 10 am. Ken will ask town if the room is available.

