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**The purpose of the Massillon Community Arts Council is to encourage cultural enrichment in the greater Massillon community, working with individual artists, organizations, businesses, and other groups to provide support and promote arts activities.**

### Objectives

- Earth Day and Chalk the Walk Event Breakdown
- Advertising/Marketing Discussion
- Committee Updates
- Future MCAC Events and Meetings

### Earth Day Event

- Rohr's Nursery donated plants for this event that were distributed to a handful of local downtown businesses with our business cards attached to increase MCAC community awareness.
- Israel will send a Thank You card to Rohr's Nursery on behalf of MCAC.
- Overall, the event went well given the inclement weather. Thank you to those who came to help pass out the seed packets and plants downtown!
- Discussed having the event start later in the day, possibly early afternoon versus morning.
- Plan to reach out earlier (i.e, 8 weeks ahead) to local nurseries with an official letterhead to increase possible plant donations.
- This event, in the future, could become a possible partnership opportunity with Lepley & Company.

### MassCreatives Live Art Event THIS SATURDAY!

- Live Art Show, presented by MCAC, will be this **Saturday, May 13<sup>th</sup>, from 2-6 pm** at **The Legacy Project of Stark** building at **708 Tremont Ave SW**, Massillon, Ohio 44647.
- Live art vendors/members will include: Dr. Demon, Heidi Fawver, Zach Finn, August Genovese, Evan Hargraves, Nathanael Highben, Miranda Marsh, Michaela Muckelrath, Ben Park, Alana Tyler, Jess Wilhelm.
- Will be sending a digital flyer with this month's minutes to encourage all members to post event on their social media (i.e., at least twice) as well as share posts to increase event awareness.
- Request that artist vendors bring their business cards to this event, so MCAC can reach out to them for future events.

- Israel has created a short video of the Legacy building space to “hype up” this event on the MCAC Instagram page. **Please share these posts.** It’s not enough that the posts are created, they need to be shared to create awareness of our events. This is everyone’s responsibility.

### Annual Chalk the Walk Event

- This event will be on **Saturday, June 3<sup>rd</sup>, at Duncan Plaza, from 10-1 pm.**
- Tentative **rain date** will be the following Saturday, June 10<sup>th</sup>, at Duncan Plaza, from 10-1 pm. **\*Plan to communicate rain date on vender form and digital flyer.**
- Working with the city to have the street blocked off during the event.
- Ben agreed to create a letterhead to pass along to local businesses, so that we can start the process of seeing who has a food truck (i.e., The Nook, Tremont, etc) or if they’d be willing to donate food (i.e, Kraus) and/or bottled water for the event. Look for an email with the letterhead in an upcoming email and respond if you’re able to help with this process.
- Krackpot’s agreed to bring their snow cone machine to this event.
- Artist Vender sign-up sheet for this event is on our website. Members agreed to the \$15 vender fee. Additional vender criteria TBD, i.e., 8x10 versus 10x10 space, tent, demon art, etc.
- Israel has offered to provide face painting at the event. Reach out to her if you’re interested in helping her with this.
- Plan to have someone taking pictures on the ground and in the sky (i.e., drone) during event.

### Impromptu Open Forum Discussion Re: MCAC Advertising/Marketing

- Creating a timeline for marketing MCAC events, i.e., 4 to 8 weeks prior to the event at minimum.
- Creating an event checklist to allow for better organization and delegation. Jenna volunteered to create a checklist template to be used for future events.
- Would like to have a digital flyer created for each event at least 8 weeks prior to the event.
- Discussed possibly getting WHS High School art students involved in creating flyers or event promotions.
- Encouraging MCAC members to create and share event posts on their social media.
- MCAC will post on Massillon Virtual Sounding Board, etc. Facebook pages
- Discussed having members share pictures/videos of events from the previous year to help promote events, specifically annual events like Chalk the Walk and Artoberfest.
- Need Chalk the Walk and Artoberfest digital flyers ASAP.

## Committees

- **Jess Wilhelm** has offered to take the lead on the Visual Art's Committee!
- We are still looking for members to run the **Music, Dance, and Theatre** committees. If interested please email us at [massartscouncil@gmail.com](mailto:massartscouncil@gmail.com)
- **The Concept:** Have four Committees, led by members, for the primary four art forms (i.e., **Visual, Music, Dance, Theatre**).
- **The How:** Committees will host meetings with fellow members once a month, which would be easier with 4-5 people versus entire GA (i.e., General Assembly).
- **The Structure:** Committee members will nominate a leader. Committees will then bring event proposals to the GA, then organize those events. Committees will also submit minutes to GA to go along with GA monthly reports.

If you read these minutes say the password of "Rainbow Chalk" to Jenna at the next meeting for a little prize.

## Future Events and Meetings

- **Community Mural** event in **July at Legacy Project building**.
- **Massillon Fun Fest**, Downtown Massillon on **August 12<sup>th</sup>, 2023 from 10a-2p**. We decided on having a booth again this year but need volunteers to run our booth. **Please reach out if you're interested in participating in this event**. We will continue Fun Fest discussions in more detail after our Annual Chalk the Walk event.
- **Artoberfest** will be on **Saturday, October 7<sup>th</sup>, 2023** at Paradigm from noon to 5pm. Discussed partnering with Sangria Stand and Erie Street Vinyl for this event. Discussed possibility of Paradigm having live music at the event. Would like to do pumpkin painting this year – will ask for donations from Lepley and/or Nickajack Farms. There will be a \$15 booth fee, which artists should be able to pay for after one sale at this event!
- **Artist Opportunity!** Patina Arts would like someone to help them create small pieces of artwork, i.e., stickers or something they can handed out for \$1 or so at their Pride Art Fest this summer. Reach out to Ben if interested in this opportunity.
- **Artist Opportunity!** Walkie Talkie is welcoming artists to have family friendly booths at one/any of their neighborhood parties, which are on the third Thursday of each month. The first one will be Thursday, May 25<sup>th</sup>. You can reach out to John at [info@walkietalkie.coffee](mailto:info@walkietalkie.coffee) if interested in this opportunity. We will also share this on our MCAC website.
- Shout it Out Forms/Bios are available at the MCAC website if you're interested in submitting an artist Bio to be shared.
- **African Art Festival in Canton** at Centennial Plaza on **July 21<sup>st</sup> and 22<sup>nd</sup>**. There will be live music and food trucks.

- **Wings, Wheels, and Waves (Soon to be: Wolf Games and Models)**, is having a collaborative event with Odd Mall on **Saturday, July 15<sup>th</sup>, 2023 from 12-8 pm.** MCAC can have a booth at this event. We're also encouraging MCAC members to help promote and share this event. If you are interested in having your own artist vender booth at this event contact Matthew Wolfe at [mattwolfe09@hotmail.com](mailto:mattwolfe09@hotmail.com)
- **KrackPots** is hosting a fundraiser to help a fellow WHS graduate raise money to purchase a wheelchair accessible van. Info can be found on their social media page.

**Next Meeting will be Monday, June 12<sup>th</sup>, 2023, 6:30-7:30 pm at The 708 Building.**