



6/12/2023

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

- Chalk the Walk event breakdown/review
- Artoberfest event preparation and discussion re: December event
- Committee Updates
- Upcoming MCAC and community events/shoutouts

Committees

- If you're interested in participating in a committee (i.e., Visual Arts, Performance) to help lead and organize events for MCAC please email us at massartscouncil@gmail.com
- We really need more people to participate in committees. This is vital to the growth of this organization.
- Recently had a member interested in participating in the performance committee with an emphasis on dance.

Chalk the Walk – Review

- Number of vendors: 7 (i.e., compared to zero the previous year)
- Donations via cash/venmo: \$95.00
- Number of people present: guesstimate of 50-100 people
- How can we improve upon this annual event?
 - Aim for a date in mid-June to avoid dance recitals.
 - Establish an earlier marketing campaign (i.e., start in April at the latest). Passing out flyers to local YMCA and Massillon Boys & Girls Club. Create yard/street signage, especially near downtown. Gorilla marketing on social media.
 - Drum event incorporation led by Eric.
 - Offer contests among local artists to encourage increased artist participation at this event.
 - Incorporate raffle baskets donated by local businesses. Could also do a 50/50 to increase MCAC donations.
 - Vendors stated that they enjoyed that we had free food at the event (i.e., donuts, pizza).

- Consider also having small thank you bags for vendors.

Massillon Artoberfest

- Massillon Artoberfest will be **Saturday, October 7th, 2023** at Paradigm from noon to 5pm.
- The name was adjusted to “Massillon Artoberfest” to be more inclusive to other participating Massillon businesses.
- We’re collaborating with Sangria Stand since they had a similar event in previous years. Specific information re: collaboration TBD.
- Paradigm is currently lining up musicians to play during the event.
- Brainstormed ways to involve other businesses that would be interested in collaborating with us including Benders, Erie Street Vinyl, Wolf Games and Models, KrackPots, Lepley, etc. (i.e., create a map, passport system using QR codes, Art Hop).
- Discussed having fall themed activities at event including pumpkin painting. Will need to reach out for pumpkin donations.
- Need flyers for this event ASAP. Would like to have digital as well paper/signage. Would like to organize virtual gorilla marketing for this event. Telegram channel to increase member engagement.
- **If you’re interested/able to be more involved in helping market and organize this event please reach out to Israel. We could use more help.**

Fun Fest

- Downtown Massillon on **August 12th, 2023 from 10a-2p.**
- MCAC will have a booth at this event. Need Artoberfest flyers/signs to hand-out at event.
- Sign-up sheet was passed around for volunteers. If you’re interested/able to volunteer at this event please send us an email.
- Create a spin wheel for kids to win prizes.

Additional Upcoming MCAC Events

- **Community Mural** event in **July at Legacy Project building.** Aaron to f/u re: this event.
- Discussed partnering with Sangria Stand during Santa Con to have a Kris Kringle Market or Christmas themed painting contest (i.e., themes discussed included Nightmare Before Christmas with neon paints and Charlie Brown). Would need an indoor vender. Would like to include Massillon Museum somehow.

Local Businesses and Community Shoutouts!

- **African Art Festival in Canton** at Centennial Plaza on **July 21st and 22nd**. There will be live music and food trucks.
- **Wolf Games and Models** collaborative event with Odd Mall on **Saturday, July 15th, 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
- **Lepley's & Co. Massillon Midsummer Vendor Fair** on **July 8th from 11-6 pm**.
- Summer Serenades in the Park! A collaboration between Stark Parks and the Canton Symphony Orchestra. See website for more details: [Summer Serenades – Canton Symphony Orchestra](#) .
- **Barb Sylvester** reached out to MCAC for possible collaboration during National Night Out event, which is a community police awareness event on the first Tuesday in August. A booth would be free at community park. If you're interested in chalking during this event reach out to Israel by July 1st.

Next Meeting will be July 10th, 2023, 6:30-7:30 pm at The 708 Building.