



8/7/2023

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

- Discussion re: Mass vs McK Art Contest
- Artoberfest Preparations
- Member Vote re: dissolving specific artist committees and moving towards event committees to improve member participation.
- Member Vote re: P.O. Box
- Discussion re: December Market
- Vote re: Change in meeting location
- Future Events & Updates

Mass vs McK Art Contest

- The Massillon vs McKinley Student Art Contest is scheduled for October 6th, 2023.
- MCAC members voted **YES** on “My School’s Tradition” being the theme of this year’s contest.
- Event objective: Mass/McK students will submit artwork that coincides with this year’s theme in collaboration with the art teachers of each school district.
- **Recent Update:** apparently McK art teachers have opted out of participating in this event, reason unknown at this time, so contest will be between Massillon art students only.

Artoberfest

- Artoberfest will be **Saturday, October 7th, 2023** with MCAC vendors at Paradigm from noon to 5 pm, however, this event will be promoted as an all-day event in downtown Massillon.
- A lot of local downtown businesses are participating in this event! MCAC vendor numbers are currently at 24 vendors. Vendors can sign-up to participate in this event on the MCAC website ([2023 Annual Artoberfest Vendor Application – Massillon Community Arts Council \(massillonarts.com\)](https://massillonarts.com)). Per Sue, everyone is receiving a vendor confirmation and can pay through Venmo. Sue also updated our website with participating vendors, which includes a description of their craft/business, etc. Thank you, Sue!
- Lilly from Paradigm has been updating the promotion flyer to include all participating businesses.
- Lotus Groove seemed interested in taking over the “passport” program to have the day of the event that will encourage people to travel to participating businesses downtown. Will

further discuss with Hecks/Sangria Stand (i.e., SS). Possibly planning to have some sort of raffle prize for people that travel to all participating businesses on the day of the event. Discussed having participating businesses donate prizes, i.e., gift cards, store credit, etc as prizes to further promote their businesses.

- Paradigm has taken care of scheduling local LIVE artists during the vendor event. Currently, they have 3 artists performing and plan to promote setlists on advertisements along with SS.
- MCAC is planning on having another collaborative meeting with Paradigm, Hecks, and SS at the end of this month (i.e., August).
- Once all participating business info and live artist set lists are finalized would like to create QR code to be included on flyers (i.e., Aaron has volunteered to create QR code). The goal is to have the QR code finalized by September 9th.
- Discussed reaching out for pumpkin donations (i.e., Israel) and using pumpkins as location markers versus chalk or handmade signs to encourage movement downtown.
- Yard signs have been created and planning to be purchased by the end of this month. The cost will be split among participating businesses.
- Would like MCAC members at this event to wear volunteer t-shirts or buttons. Will be reaching out to businesses that would be willing to donate t-shirts and/or buttons, so MCAC members may act as escorts to encourage movement downtown and/or information resources at this event.
- Krackpots had offered to donate vendor gift bags, as discussed in previous meetings, to include Krackpots admission ticket, cozies, etc. Will f/u next meeting.

Vote #1

- There was a discussion and motion on the floor to dissolve specific art committees, i.e., Visual Arts, Performance, etc. and move towards committees for each specific event, i.e., Chalk the Walk, Artoberfest) to improve member participation and assist with planning/promotion for each event.
- MCAC members voted **YES** to this structure change.
- Email will be sent asking MCAC willing to be involved in Artoberfest event. Please respond if you're able to be more involved in the planning of this specific event.

Vote #2

- MCAC members voted YES to renewing our P.O. Box to maintain status of our 501c3.
- Fees for maintaining P.O. Box will come out our annual budget.

Discussion Re: December Market

- Discussion re: not enough time to promote a separate MCAC event, i.e., Kris Kringle Market during an already busy time, i.e., holiday season.

- Would like more insight from Hecks/SS on how MCAC can participate in Santa Con, since this is a more established event.
- Massillon Mayor has reached out to MCAC re: opportunities for us to get more involved during the holidays, i.e., caroling.
- Israel will be reaching out via social to see if anyone would be interested in organizing a caroling/performance event during the holidays season.

Legacy Building Lease

- Per Aaron Robey, The Legacy Building lease will be expire after this meeting (i.e., 8/7/2023).
- MCAC members communicated wanting to keep meeting day/time on the second Monday of each month and the time from 6:30 to 7:30 pm.
- Discussion and vote re: possible meeting locations
 - Option 1: Krackpots
 - Pros: Krackpots is an active participant in MCAC, central location downtown.
 - Cons: There would be comedian auditions during our meeting time, which could be distracting and counter productive.
 - Option 2: Wolf Games and Models (i.e., WGM)
 - Pros: WGM is an active participant in MCAC, the space would be ours for our set meeting time with good flexibility, city parking lot available.
 - Cons: n/a
- MCAC members voted in favor of having the meeting space at WGM at 125 Erie St. Members may park in city lot.
- MCAC will post on new location on social media for next meeting on Monday, September 11th, 2023.
- Discussed rotating locations in the future to keep it “fresh” and continue involvement from local businesses (i.e., Krackpots, Nook, Utopian Groove). This discussion has been tabled until January 2024.

FunFest

- Fun Fest was August 12th and MCAC participated in this local Massillon event.
- The weather was very nice.
- MCAC handed out all packets of clay and candy by 12:30 with over 100pcs of clay and 2 large bags of candy at start of event.
- Feedback: bring more prizes next year and incorporate sign-ups/emails to further promote our events.

Future Events and Meetings

Next meeting will be Monday, September 11th, 2023 at Wolf Games and Models, 125 Erie St, at 6:30 pm.

