

Salisbury Cultural Council Arts and Cultural Initiative Subcommittee
Dec. 16, 2021, 6:00 pm
Salisbury Town Hall Conference Room A

Meeting Minutes

In attendance:

Lou Masiello, Missy Lioz, Drew Dana, Lisa Pearson, Donna Abdullah, Kathleen Gilday, Donna Keefe

- I. Introductions
- II. Minutes from November 18, 2021 meeting were approved.
- III. The report back on specific areas was put on hold for future discussion. The meeting was dedicated to planning the April public comment meeting and developing a community survey.

A planning document was distributed for discussion regarding timeline, survey questions, survey format, categories, and distribution channels.

Considerations for questions:

- Approximately 10 questions, all relating to the categories, one or two questions could be included for general information
- Mix of open-ended and check box questions, such as Yes/No, multiple-choice, drop-down boxes, ranking. Yes/No answers will include sub-questions
- Asking the right questions to collect the information we want for arts and culture planning
- Determine the distribution channels, include high school seniors

Decided that questions will relate to the categories for building an art and cultural plan, which are:

- Natural Resources and Recreational Sites
- Public art: murals, sculpture, temporary art installations
- Cultural events: performances, festivals, fairs, historical, site-specific events
- Historic Sites and Buildings
- Community and Public Space: indoor, multi-use spaces and utilization of outdoor open spaces was added

Revised timeline from creation to completion for the survey is as follows:

- | | |
|--|----------------|
| • Survey questions emailed to Donna to place into a format for discussion at next meeting Jan. 13 | by January 10 |
| • Survey questions and format completed for final review | February 17 |
| • Survey goes live, soft roll-out, sent through various distribution channels, includes using town email lists | Feb. 21-Mar. 1 |
| • Reminder to complete the survey will be sent | March 8 |
| • Deadline for completing online survey and printed copies | Mar.11 |
| • Responses compiled, review results, format, copy for introduction | March 17 |
| • Committee meeting to review and discuss results, review of draft presentation | March 31 |
| • Review of draft of presentation for the April 14 community meeting with survey results | April 7 |
| • Presentation completed, final review | April 12 |

IV. Next Steps

Email survey questions to Donna. Draft surveys will be sent for review and revisions during the process before the January 13 meeting

Write draft copy for survey introduction to include:

Who is conducting the survey

Purpose and goals

Checkboxes to identify type of responders:

- Salisbury resident: year-round or seasonal
- Age categories
- Own or rent

V. Next Meeting

Thurs, January 13, 2022, Salisbury Public Library Community Meeting Rm, 6:00 pm

Respectfully Submitted,

Donna M. Keefe, member
Salisbury Cultural Council Arts and Cultural Initiative