

Minutes of Truro Concert Committee

February 24, 2025 10:00 am

Truro Community Center

Present: Ken Field (chair), Nancy Braun, Carl Fink, Charlo Maurer, Joe Pescatore (clerk),
Bruce Ployer.

Absent: none

Meeting came to session 10:01

1. Public Comment:

No public present.

2. Approve previous minutes from 12/16/24:

Remove period after Chan. All approved

3. Grant Update:

Arts Foundation of Cape cod grants will open this month, February. MCC not available to us but MCC has a grant for Festivals offering \$2500 to \$6000, this becomes available in March, Ken will ask for the low end of the Grant. We Received \$700 from the Truro Cultural Council. Previously the paid out at the end of the concerts, but now it is prior to the first concert.

4. Opening : Showcases” sets:

Ken has reached out to Nauset High School music teacher but has not heard back.

Our present opening acts are, Jeremy Willis, Lula Alex, Sarah Swain’s daughter’s band, Chan Collins (possibility), Mia Lima (possibility).

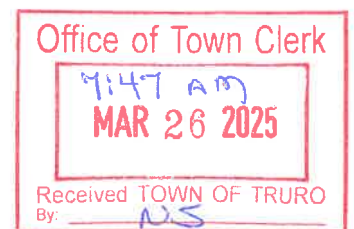
We will provide and collect W-9 forms from the showcase performers on the day of the performance and we will submit them to the Town Treasures. Payment will be made by mail from the Town.

Ken will send us the link to 2025 Dates and Bands on the committee shared drive.

5. Rack Cards and Poster Design:

Bruce suggested setting up an Instagram account, he will set it up and administrate it through the committee’s e-mail account.

All publications should make aware of the opening acts starting at 6:20pm



Bruce is in charge of Poster & Rack Card design. Carl mentioned that Images can be found in folders (band promo photos, Graphics, sponsor logo's) on the shared drive.

Ken told us that WOMR wants to sponsor the Concert Series. This is not a financial sponsor but one that can boost advertising of the event. They would also attend the events with a table set up, that they would manage. A WOMR banner advertising was not approved nor any financial solicitation. The WOMR sponsorship was approved by the committee.

Bruce is going to approach the design using creative typography. Bruce will explore printing of the Rack Card. We paid \$325. For 2500 cards last year. Carl said we will need more than 2500 cards this year.

Bruce wants to explore e-mail list that we can use for advertising, such as: The town marketing person, Katie Riconda, The Truro Library, Truro part time tax resident's newsletter and Chamber of Commerce.

Our audience was discussed briefly. It was agreed that WOMR can bring in a new demographic.

Bruce will also contact Cape magazines and papers like the Independent for placement.

6. Other Business:

Tim Hickey will continue to place the road signs and update them each week.

Carl will acquire the permit needed to place these signs .

Ken presented the draft letter used for business sponsorship. It can be found in the shared drive. Also, Ken asked us to sign up for Rack Card distribution in June, this can also be found on the shared drive. Charlo and Carl have recycled Rack Card holders.

Michele Fee, from Sustainable Cape may be an opening for one of the events.

The question was asked, when is the deadline for the Chamber of Commerce booklet?

Rack cards and poster to be approved at next meeting.

7. Next meeting: March 24,2025 10PM Room TBA

Adjourned 11:10

