

**Marquette Arts & Culture Committee Minutes from December Meeting
Thursday, December 9, 2021**

- I. 5:40 p.m. – Call To Order – Tiina
- II. Roll Call – Michael Reed, Jamie Weeder, Madeline Goodman, Tiina Morin, Jon Teichman
Excused – Rusty Bowers, Michael Bradford
- III. Public Comment
- IV. Consent Agenda & Approve Minutes from Nov. 2021 Meeting
- V. Public Comment – No Public Comment
- VI. Reports from Manager

Tiina's report – upcoming 12 month plan for 2022 for our January meeting. Public Art presentation to Marquette City Commission. Marquette Cultural Trails along the Lake Superior Shoreline. Family Emergency during Tiina's remarks and she had to leave meeting.

Rusty Bowers (Excused) No Report

VII. Old Business

Discussion

Marquette Compass Resources/FAQ for Promotion/Event Posting – Discussion of Division of Labor and how to organize the site. Mqt. COMPASS needs to be populated by content from Marquette County Area (arts/culture events/performances, etc.) This needs to be driven by users that are submitting their events.

Jamie brought up web-log entries on “how to” plan/promote/execute an event – step by step instructions on how-to put-on festival event (permits, logistics, etc).

Community sources – who has this knowledge in the Marquette County area

Ideas about how to generate traffic to the Marquette Compass Web Site – talked in detail about the flyers/business cards w/ QR code (scannable codes for Smart Phones that lead to the web site).

Within the community promotion of events – Pubic Radio 90, TV6, Marquette Monthly, organizational web-sites – the need to expand promotion – creating a pipeline for all information on upcoming events both big/small, recurring events as well as one-time-events (concerts, performances. Etc). Utilizing local media (TV, Radio stations) to get the word out about Marquette Compass to compel, encourage & drive people to visit the site and add their events/upload flyers/promotional materials

Teaching the Marquette Community to Use the Compass Web-Site as a free community resource to reach a larger audience about their upcoming events

Create PSA for Marquette Compass

It's locally driven content that sets us apart – blogs, articles, video, etc.

Cross-promotion of Marquette Compass with the other community calendars listed above – create a news release that's sent to all local media in Marquette County about the opportunities for promotion and greater awareness through this “new resource”.

Jamie quoted from materials, “Reconnecting Our Community through Shared Love of the Arts”. Let people know it's for them – for everyone.

Another blog post idea – How To Engage the Arts/Creative Community – giving people a call to action to raise the overall awareness of their upcoming cultural events

User generated content – Madeline, Jamie & Michael all agree that we need more events on the site

For Example – First Thursday Events happening at Coffee Shops – this could be promoted more heavily through the site

Local Marquette Hotels could use Marquette Compass for their guests to they know, “what to do when you visit Marquette”.

The group consensus was greater buy-in from Marquette County arts community is needed to increase the number of postings/contents on the site.

The need to educate the arts community on how to use/add their happenings to the site

Create video segments to distribute on social media?

Promote/share with all the creative people we know

Create more word-of-mouth and awareness for 2022

VIII. Approve 2022 Dates for Arts/Culture Committee Meeting Calendar

2022 Meeting dates approved by voice vote: Michael Reed, Jamie Weeder, Madeline Goodman

January 13
February 10
March 10
April 7
May 12
June 9
July 14
August 11
September 15
October 13
November 10
December 8

IX. Meeting Adjourned
6:25pm - Thursday, December 9

Respectfully Submitted,
Jon Teichman
Jamie Weeder, Chair

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a series of loops and a long horizontal stroke.