



August 1, 2014

NOTICE OF MEETING
TUESDAY, AUGUST 12, 2014, 7:00 P.M.
CYRUS DALLIN ART MUSEUM
JEFFERSON CUTTER HOUSE (lower level)
611 Massachusetts Avenue
Arlington, MA

Agenda:

1. Approval of Minutes from June 10, 2014 (5 minutes)
Approval of Minutes from July 8, 2014 (5 minutes)
2. Action Items (15 minutes)
 - a. G. Tremblay to report on the status of a cleaning contract
 - b. H. Leavell to distribute marketing plan
 - c. H. Leavell and D. Johnson to discuss marketing plan
 - d. S. Burks to check back in with Daniel Fairbanks
 - e. H. Leavell to provide a copy of the grant application to A. Taberner
 - f. A. Taberner contact Menotomy Beer & Wine regarding selling raffle tickets at their September 6th event
 - g. G. Tremblay will reach out to Maria to discuss the Gallery Guide
 - h. A. Taberner will propose a date and invitee list to present the Strategic Plan to the Board of Selectman, Town Manager and Town Planner
 - i. J. Bates will draft an outline of the roles of the trustees and distribute
3. Treasurer's Report (10 minutes)
4. Fundraising (10 minutes)
 - a. AOTG update and scheduling
5. Volunteers
 - a. Volunteer Report (10 minutes)
6. Marketing & Public Relations (10 minutes)
 - a. Collaboration with Plymouth Plantation/Wampanoags
7. Organizational Planning (20 minutes)
 - a. Mikaela Joyce
 - b. Strategic Plan
 - c. Board structure
 - d. Admission and hours
 - e. Annual calendar
 - f. Gift shop merchandising and advertising
8. Old Business (10 minutes) / New Business (10 minutes)
 - a. Community Preservation Act Ballot Question