

**Chelsea Community Schools Advisory Board Meeting
Recreation & Cultural Affairs Division
Meeting Minutes
Tuesday, May 23, 2017 6:00-7:30pm
Williams School Building, 180 Walnut Street Chelsea, MA**

Members: Daniel Padilla- Chair, Camila Bernal-Recorder, Rosa de Felice, Alice Murillo, Mohamed Qasim

Staff: Bea Cavatta- Director, Chelsea Recreation & Cultural Affairs Division

Absent: Caroline Anzola

Call to Order

Minutes from the 2/22/17 Advisory Board meeting were reviewed and unanimously accepted.

Program Administration

Meeting Structure: Daniel Padilla debriefed on board membership changes. Nanda Rust and Mathilde Simon resigned, this opens two spots in the Advisory Board. (I) Branding/Social Media/Website (II) Spring Program Debrief (III) Division Programs 2017-2018 (IV) Work Plan Update (V) Announcements. Volunteers for Splash Learn to Swim June 5th, 7th, and 9th.

Re-Branding: Bea Cravatta opened discussion on re-branding division (social media, logo, website) to encompass both the educational programs as well as the recreational and cultural events and management of city parks. The next 6 months will be dedicated to this re-branding to have more clarity and cohesiveness in the division. Social media to construct the imagine of the division but also of the city, incorporating the history and current programming and events to highlight the positive things happening in the community. Social media (Twitter, Instagram, Facebook) can be a communication tool to reach out to people. Partnership with city initiative *Chelsea Prospers* to promote the economic development of local businesses.

Seasonal program planning and structure: Currently have a fall, winter, spring, summer program guide but consider having a fall, winter/spring, and summer program guide instead.

Work Plan Update: Rosa drafted a letter for potential guest speakers, we need clarity on the message we are trying to give potential speakers, whether it's paid and what the commitment entitles (timing 20-30 minutes, audience, location, topic, theme: *Gears of Chelsea- Moving Chelsea Forward*). Instead of paying guest speaker we could give a gift or a contribution to a charity/non-profit of their choice. Organizing the Q&A section of a speaker series, picking out questions from audience. Local artist workshops, how to use historic photos of Chelsea- an exhibit for art walk potentially? How can we use the program guide to reach out for artists/guest speakers/guest teachers/artists in residence? We'll wait for the cultural assets inventory from the Cultural Council to figure out how to move forward. Ideas for potential speakers: Director of the Chelsea FBI building, Arthur T. Demoulas; owner of a popular local restaurant; administrator from Marriot Suites in Chelsea.

Next Meeting: Tuesday, June 13, 2017 6-7:30pm

**Meeting Adjourned at 7:30pm
Recorder: Camila Bernal**