

Berkley Cultural Council

May 16, 2022 Meeting Minutes

1. Meeting called to order at 6:34pm. Attendance by roll call – Eden Jones, Carla Lyman, Stephanie Malloch, Jeanne Russo, Susan Barrett, Arlene Medeiros, Kelley Larabee, and Angela Chang (remotely) present. Guest: Barbara Miller
2. Minutes of April 28, 2022 distributed by email previously. Motion to accept by Carla, second by Kelly, all in favor – confirmed by roll call.
3. Treasurer's Report by Arlene Medeiros – nothing to report as no additions or subtractions since last meeting
4. Discussion of the 5 Logo Contest entry finalist with input from guest Barbara Miller, graphic artist.
 - We need to consider the relevance of the design to our mission (promote humanities, arts and sciences; visual appeal of design; adaptability of design to various media; compose letter to applicant(s) with council's thoughts, suggestions, etc. for modifications of original design
 - Entry #1 (tree design with blue circle border) – simplify tree so less crowded
 - Entry #2 (plain blue tree) – lacks icons for 3 areas (humanities, sciences, arts)
 - Entry #3 (hands design) – use bolder colors, needs icons, seems too similar to some other well-known logo (perhaps United Way)?
 - Entry #4 (orange & purple design) – missing humanities and sciences icons, cursive font too small, colors not favored by some council members
 - Entry #5 (umbrella) – some question as to relevance of umbrella? One interpretation is protective, as council is, needs all 3 icons in panels
5. Field narrowed to top two, those being #1 and #4 – changes summarized as follows:
 - #1: balance out tree with only 3 icons and reduce number of leaves to simplify; change bottom text to only "Massachusetts" so as to enlarge text slightly to make easier to read; some discussion of which particular icons to use, suggestion made to send back to artist for minor revisions/tweaks without adding specifics so as to allow artist to create a few revised versions for council to review at next meeting
 - #4: suggestions included change colors, change cursive font, change font of "Berkley", and more – ultimately council decided changes were somewhat extensive and #1 was liked by all
 - Entry #1 chosen as winner ☺ Artist revealed by Angela to be Amy King. Eden to draft letter of congratulations and council's request for some minor revisions, a few revised designs for next meeting

6. Potential Farmers Market update from Stephanie
 - Attended last Board of Health meeting regarding holding a Farmers Market on the common, BOH indicated no special permits from them would be necessary
 - We would need to seek use of the common permission of Board of Selectman
 - Suggested date in the fall, perhaps a weeknight or Saturday (Wednesday evening and Saturday morning would correlate with recycle center hours and so increased traffic could be a benefit) - perhaps Saturday after Labor Day (Sept. 10)? Hours 8-11 or 9-12?
 - We need to consider how to advertise
 - Council can also look into applying to Mass Cultural Council for grant to fund program
 - 10x10 plots at Library end of Common recommended
 - Gauge interest of Bristol Community College (Susan) and Bristol County Agricultural High School (Stephanie)?
7. Next meeting scheduled for June 27th.
8. Motion to adjourn by Arlene, 2nd by Susan, all in favor by roll call – meeting adjourned at 7:46pm.